

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 24, 1985

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	27.1	23,010
2	FAMILY TIES	23.5	19,950
3	DYNASTY	23.4	19,870
4	DALLAS#	22.7	19,270
5	A TEAM	22.0	18,680
6	60 MINUTES	21.8	18,510
7	CHEERS	21.4	18,170
8	MURDER, SHE WROTE	20.9	17,740
9	NEWHART	20.5	17,400
10	KATE & ALLIE	20.4	17,320
11	CRAZY LIKE A FOX	19.5	16,560
12	HOTEL	19.3	16,390
13	PEOPLE'S CHOICE AWARDS(S)	19.2	16,300
14	RIPTIDE	19.1	16,220
15	EYE TO EYE#	18.1	15,370
16	HIGHWAY TO HEAVEN	18.0	15,280
16	NIGHT COURT	18.0	15,280

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	19.3	42,850
2	A TEAM	16.5	36,710
3	FAMILY TIES	16.2	36,000
4	DALLAS#	14.3	31,870
5	SNOOPY GETS MARRIED(S)	14.0	31,200
6	DYNASTY	14.0	31,030
7	CHEERS	13.9	31,000
8	60 MINUTES	13.6	30,180
9	KNIGHT RIDER	13.5	30,110
10	MURDER, SHE WROTE	13.4	29,780
11	RIPTIDE	13.0	28,970
12	IT'S MAGIC CHARLIE BROWN(S)	12.7	28,300
13	ROMANCE OF BETTY BOOP(S)	12.6	28,000
14	HIGHWAY TO HEAVEN	12.5	27,720
15	GARFIELD IN THE ROUGH(S)	12.3	27,360
16	WEBSTER	12.0	26,730
17	KATE & ALLIE	12.0	26,710
18	NEWHART	11.9	26,460
19	CRAZY LIKE A FOX	11.9	26,420
19	FACTS OF LIFE	11.9	26,420

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	21.6	19,090
2	DYNASTY	21.4	18,980
3	DALLAS#	20.0	17,750
4	FAMILY TIES	19.3	17,100
5	CHEERS	17.3	15,280
6	MURDER, SHE WROTE	16.6	14,700
7	60 MINUTES	16.4	14,530
8	A TEAM	16.2	14,340
8	PEOPLE'S CHOICE AWARDS(S)	16.2	14,340
10	NEWHART	16.1	14,230
11	HOTEL	15.9	14,050
12	CRAZY LIKE A FOX	15.6	13,780
13	HIGHWAY TO HEAVEN	15.4	13,660
14	NBC MONDAY NIGHT MOVIES#	15.2	13,450
15	FALCON CREST#	15.0	13,310
16	KATE & ALLIE	15.0	13,260

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	16.6	13,250
2	A TEAM	16.2	12,940
3	ABC SUNDAY NIGHT MOVIE	14.7	11,700
4	BILL COSBY SHOW	14.1	11,260
5	MURDER, SHE WROTE	13.3	10,640
6	RIPTIDE	13.2	10,520
7	CBS NCAA BSKBL CHMP-SPC-2(S)	12.8	10,250
8	CHEERS	12.7	10,110
9	DYNASTY	12.4	9,920
10	DALLAS#	12.3	9,850
11	FAMILY TIES	12.3	9,800
12	LIFES-EMBARASSING MOMENTS(S)	12.0	9,600
13	CRAZY LIKE A FOX	11.9	9,470
14	CBS NCAA BSKBL CHMP TH 1(S)	11.7	9,360
15	PEOPLE'S CHOICE AWARDS(S)	11.3	8,990
16	WILDSIDE#	11.2	8,970
17	NEWHART	11.2	8,950
18	AIRWOLF	11.2	8,930
19	NIGHT COURT	11.0	8,790

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 24, 1985

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	21.4	11,920
2	FAMILY TIES	20.2	11,280
3	DYNASTY	19.5	10,850
4	CHEERS	18.4	10,270
5	DALLAS#	16.2	9,060
6	A TEAM	15.7	8,730
7	NEWHART	15.3	8,510
8	RIPTIDE	15.1	8,450
9	NBC SUNDAY NIGHT MOVIE	15.0	8,390
10	NIGHT COURT	15.0	8,380
11	MIAMI VICE	15.0	8,370
12	NBC MONDAY NIGHT MOVIES#	14.7	8,210
13	SNOOPY GETS MARRIED(S)	14.2	7,920
14	ABC SUNDAY NIGHT MOVIE	14.1	7,850
15	KATE & ALLIE	14.0	7,810
16	HILL STREET BLUES	13.5	7,550

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS#	28.1	7,650
2	60 MINUTES	26.8	7,290
3	MURDER, SHE WROTE	26.5	7,230
4	DYNASTY	25.5	6,950
5	CRAZY LIKE A FOX	23.9	6,520
6	FALCON CREST#	22.7	6,180
7	HOTEL	22.3	6,070
8	PEOPLE'S CHOICE AWARDS(S)	22.2	6,050
9	BILL COSBY SHOW	21.7	5,900
10	HIGHWAY TO HEAVEN	21.6	5,880
11	TRAPPER JOHN, M.D.	20.4	5,550
12	NEWHART	18.4	5,000
13	T.J. HOOKER	17.7	4,830
14	MAGNUM, P.I.#	17.5	4,770
15	A TEAM	17.4	4,750
16	FAMILY TIES	17.3	4,720
16	KATE & ALLIE	17.3	4,720

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	15.7	8,500
2	A TEAM	15.2	8,200
3	CBS NCAA BSKBL CHMP-SPC-2(S)	14.2	7,660
4	BILL COSBY SHOW	13.7	7,390
5	RIPTIDE	13.3	7,180
6	CHEERS	13.2	7,160
7	LIFES-EMBARASSING MOMENTS(S)	12.2	6,610
8	FAMILY TIES	12.2	6,590
9	NIGHT COURT	12.1	6,540
9	60 MINUTES	12.1	6,540
11	CBS NCAA BSKBL CHMP-SPC-1(S)	12.1	6,520
12	MIAMI VICE	12.0	6,470
13	CBS NCAA BSKBL CHMP TH 1(S)	11.3	6,110
14	AIRWOLF	11.2	6,060
15	IT'S MAGIC CHARLIE BROWN(S)	11.2	6,050
16	GARFIELD IN THE ROUGH(S)	10.9	5,910
17	HILL STREET BLUES	10.7	5,800
18	NEWHART	10.6	5,730
19	KATE & ALLIE	10.5	5,660
20	WILDSIDE#	10.2	5,510
21	KNIGHT RIDER	10.1	5,470

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	27.7	5,720
2	MURDER, SHE WROTE	22.6	4,680
3	A TEAM	20.3	4,190
4	DALLAS#	20.0	4,130
5	CRAZY LIKE A FOX	19.8	4,090
6	DYNASTY	17.7	3,650
7	T.J. HOOKER	16.7	3,450
8	HIGHWAY TO HEAVEN	16.6	3,440
9	20/20	16.3	3,360
10	BILL COSBY SHOW	16.1	3,330
11	CBS EVENING NEWS-RATHER	16.0	3,300
12	HOTEL	15.7	3,250
13	TRAPPER JOHN, M.D.	15.2	3,140
14	DETECTIVE IN THE HOUSE	15.0	3,110
14	HARDCASTLE & MCCORMICK	15.0	3,110







PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
CBS NCAA BSKBL CHMP TH 1(S)						205		A	12.0	19	1019	1648	543	153^	561	190^	325	292	227^	224^	918	336	600	527	442	257	120^	43^	49^	49^			
2 THU. 9.00P 122 CBS SE						99																											
9.00 - 9.30								A	10.3	16	874	1747	577	206^	597	169^	325	285	264^	272^	936	314	578	510	474	299	134^	46^	80^	80^			
9.30 - 10.00								A	11.4	18	968	1722	560	151^	575	202^	343	320	239^	217^	944	353	629	555	441	267	152^	59^	51^	51^			
10.00 - 10.30								A	13.5	21	1146	1581	505	120^	522	203^	310	275	190^	196^	895	341	597	527	421	234	119^	38^	45^	45^			
10.30 - 11.00								A	12.8	21	1087	1609	548	155^	563	182^	327	296	235	222^	926	339	606	526	447	251	96^	34^	24^	24^			
CBS NCAA BSKBL CHMP FR 1(S)						199		A	10.8	20	917	1559	525	174^	566	176^	333	317	292	220^	857	324	544	479	424	254^	85^	10^	51^	23^			
2 FRI. 10.00P 120 CBS SE						97																											
10.00 - 10.30								A	11.6	20	985	1597	559	149^	590	136^	299	281	324	291	824	294	503	440	408	276	99^	21^	84^	55^			
10.30 - 11.00								A	10.8	18	917	1525	509	140^	542	122^	288	273	299	254^	831	285	509	471	435	262^	102^	11^	50^	22^			
11.00 - 11.30								A	10.3	19	874	1625	555	206^	592	225^	397	390	291	171^	894	368	592	527	430	229^	89^	11^	50^	11^			
11.30 - 12.00								A	10.6	23	900	1460	473	206^	533	228^	355	322	241^	154^	875	346	567	471	422	247^	38^	17^	14^	17^			
CBS SAT. NEWS-SCHIEFFER						19	161	181	A	8.8	18	747	1207	460	103^	466	45^	151^	147^	228	298	644	190	268	284	259	317	31^	17^	66^	12^		
SAT. 6.30P 30 CBS N						84	93	B	9.4	18	798	1492	649	201	699	115	255	258	330	405	639	166	282	283	298	309	56	27	98	53			
CBS TUESDAY NIGHT MOVIES						17	201	206	A	15.0	25	1274	1482	779	264	848	228	427	398	415	354	480	130	224	234	214	210	104	33^	50^	40^		
TUE. 9.00P 120 CBS FF						98	99	B	16.4	26	1392	1596	772	296	862	273	488	451	415	316	511	171	294	276	249	174	128	71	95	67			
9.00 - 9.30								A	14.9	23	1265	1477	761	272	843	221	425	404	414	362	464	136	219	237	191	202	98^	42^	72^	60^			
9.30 - 10.00								A	15.0	23	1274	1469	759	262	830	220	417	404	411	346	474	134	217	235	202	211	99^	39^	66^	52^			
10.00 - 10.30								A	15.2	26	1290	1488	794	261	855	239	437	398	414	349	479	121	222	231	227	209	114	29^	40^	26^			
10.30 - 11.00								A	14.9	27	1265	1485	798	254	864	228	429	383	427	365	496	130	234	233	231	214	102	23^	23^	17^			
CBS WEDNESDAY NIGHT MOVIE						22	202	194	A	10.4	17	883	1592	674	257	735	234	436	377	355	277	647	250	406	384	293	191	85^	31^	125^	87^		

1 WED.	8.30P	150	CBS	FF	98	94	B 12.2 19 1036	1645	702	271	770	240	447	399	382	277	617	200	383	362	321	190	129	50	129	87
2 WED.	9.00P	120																								
8.30 - 9.00							A 9.1 14 773	1585	584	245^	658	181^	338	304^	328	292^	487	168^	292^	293^	239^	164^	165^	86^	275^	125^
9.00 - 9.30							A 10.2 15 866	1597	677	262	738	222	438	387	361	281	634	232	386	373	306	200	85^	34^	140^	105^
9.30 - 10.00							A 10.2 16 866	1615	695	280	764	253	473	397	362	275	670	263	418	410	306	195	81^	25^	100^	75
10.00 - 10.30							A 11.1 19 942	1587	708	254	757	243	443	392	360	278	660	264	429	401	285	184	67^	18^	103^	80^
10.30 - 11.00							A 10.8 20 917	1586	671	241	728	245	436	369	355	273	687	275	438	387	293	200	73^	24^	98^	79^
CHARLES IN CHARGE					21	205	A 13.7 21 1163	1592	534	193^	639	214	403	341	281	204^	356	113^	211^	167^	178^	135^	282	169^	315	189^
1 WED.	8.00P	30	CBS	CS	99		B 13.5 21 1146	1806	664	283	773	313	495	398	309	245	446	164	292	259	206	130	279	170	308	209
CHEERS					24	203	A 21.4 32 1817	1706	715	291	841	364	565	473	351	221	556	281	394	336	227	131	173	94	136	100
1 THU.	9.00P	30	NBC	CS	99	98	B 19.7 29 1673	1816	759	358	856	367	562	494	356	236	601	277	423	380	256	140	200	109	159	112
2 THU.	9.35P	30																								
CODE NAME: FOXFIRE					6	191	A 10.8 18 917	1957	716	318	804	243	487	428	387	272	595	139	356	376	344	192	234	118^	324	217
FRI.	8.00P	60	NBC	A	95	93	B 12.1 19 1027	1853	717	284	786	248	475	441	397	256	597	167	341	331	324	208	174	80	296	196
8.00 - 8.30							A 10.2 17 866	1932	710	312	798	236	472	419	384	284	582	134^	335	353	332	203	223	120^	324	218
8.30 - 9.00							A 11.5 19 976	1956	714	320	800	246	497	433	386	258	603	143	372	391	352	182	233	114^	320	213
COVER-UP					19	196	A 12.2 22 1036	1718	670	314	728	218	434	419	373	244	647	180	393	354	364	235	204	121^	139	87^
SAT.	10.00P	60	CBS	GD	98	97	B 13.7 25 1163	1754	721	289	786	246	491	461	407	249	672	209	432	421	373	198	151	60	145	112
10.00 - 10.30							A 12.2 22 1036	1716	687	311	738	216	441	439	385	242	656	175	390	350	375	247	187	105^	135	87^
10.30 - 11.00							A 12.2 23 1036	1710	652	315	717	222	426	399	360	243	640	186	397	354	354	224	212	132	141	87^
CRAZY LIKE A FOX					10	199	A 19.5 29 1656	1595	756	236	832	194	395	394	410	394	571	139	281	291	292	247	108	47^	84	57^
SUN.	9.00P	60	CBS	PD	98	99	B 19.6 28 1664	1642	759	302	846	202	417	411	427	376	581	139	303	317	320	228	104	43	111	75
9.00 - 9.30							A 19.1 28 1622	1584	744	230	822	191	385	380	401	398	565	136	282	288	291	244	107	42^	90	53^
9.30 - 10.00							A 20.0 30 1698	1593	763	241	837	196	402	404	413	390	573	140	277	292	292	248	105	51^	78	62

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0.000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)													
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.			TOTAL													
EVENING CONT'D																																									
DALLAS													23	203	A	22.7	36	1927	1654	849	371	921	248	470	460	425	397	511	131	243	261	245	215	65^	32^	157	102^				
1 FRI.													9.00P	60	CBS	GD	99	B	25.1	39	2131	1647	854	322	937	283	486	452	409	399	505	153	258	255	229	211	90	50	115	75	
9.00 - 9.30													A	22.3	35	1893	1666	847	370	920	245	457	450	420	408	517	142	247	264	240	215	65^	30^	164	99^						
9.30 - 10.00													A	23.1	37	1961	1637	847	371	920	252	483	470	428	384	504	121^	236	262	246	213	66^	33^	147	103^						
DETECTIVE IN THE HOUSE													2	199	199	A	13.7	23	1163	1695	721	293	817	166	379	357	401	389	588	120	295	286	302	268	128	28^	162	108^			
FRI.													8.00P	60	CBS	A	98	99	B	13.7	23	1163	1695	721	293	817	166	379	357	401	389	588	120	295	286	302	268	128	28	162	108
8.00 - 8.30													A	12.8	21	1087	1684	737	286	827	164	381	362	412	397	582	117	288	276	293	269	117	27^	158	104						
8.30 - 9.00													A	14.5	24	1231	1709	709	302	812	169	383	356	395	381	598	123	302	299	312	267	134	26^	165	111						
DIFFRENT STROKES-SAT.													24	196	193	A	13.3	23	1129	1877	665	247	753	250	441	391	292	276	482	156	304	285	234	144	216	115	426	245			
SAT.													8.00P	30	NBC	CS	96	94	B	15.1	26	1282	1963	710	278	789	277	455	409	320	290	440	146	250	245	214	151	279	183	455	321
DOUBLE TROUBLE													15	187	A	11.4	19	968	1799	650	215^	711	166^	344	349	296	317	459	99^	249^	295	283	164^	257	193^	372	228^				
2 SAT.													8.30P	30	NBC	CS	94	B	14.0	23	1189	2039	694	267	783	281	477	424	336	261	448	154	265	257	227	143	317	217	491	354	
DYNASTY													24	207	207	A	23.4	35	1987	1562	843	352	954	329	545	481	422	350	500	164	272	266	216	184	49^	35^	59^	28^			
WED.													9.00P	60	ABC	GD	99	99	B	25.1	37	2131	1682	840	355	954	354	579	501	412	320	541	213	326	289	221	178	93	54	94	52
9.00 - 9.30													A	22.4	33	1902	1579	844	354	955	331	551	487	420	347	512	166	281	273	224	188	43^	34^	69	28^						
9.30 - 10.00													A	24.4	37	2072	1543	845	351	956	329	544	475	421	352	487	160	262	257	207	180	51^	34^	49^	24^						
E/R(B)													178	A	8.0	12	679	1452	607	178^	691	94^	214^	222^	269^	444	527	118^	277^	236^	271^	237^	98^	28^	136^	82^					
2 THU.													8.36P	24	CBS	CS	92																								
EYE TO EYE													1	203	A	18.1	28	1537	1531	751	279	804	228	430	424	409	305	555	141^	329	313	316	192	94^	45^	78^	62^				

2 THU.	9.35P	60	ABC	PD	99	B 18.1	28	1537	1531	751	279	804	228	430	424	409	305	555	141	329	313	316	192	94	45	78	62
	9.30 - 10.00					A 16.7	25	1418	1576	748	314	793	239	418	412	406	287	585	150^	339	325	332	203	104^	51^	94^	78^
	10.00 - 10.30					A 18.9	30	1605	1497	753	256	812	223	444	435	418	312	533	130^	322	304	311	183	87^	39^	65^	49^
FACTS OF LIFE						A 17.4	26	1477	1789	686	292	794	270	494	445	379	247	428	142	276	257	216	138	258	167	309	245
WED.	9.00P	30	NBC	CS	96 97	B 16.2	24	1375	1780	744	304	813	300	505	451	367	256	475	176	301	270	221	146	259	145	233	174
FALCON CREST						A 17.6	30	1494	1412	815	327	891	216	429	442	430	414	449	148^	230	211	164^	193	57^	36^	15^	12^
1 FRI.	10.00P	60	CBS	GD	97	B 20.1	34	1706	1541	842	299	923	251	448	430	418	416	467	136	228	226	214	207	90	53	61	44
	10.00 - 10.30					A 18.0	30	1528	1432	834	355	911	228	451	459	442	410	441	141^	225	203	158^	192	65^	39^	15^	8^
	10.30 - 11.00					A 17.2	30	1460	1384	794	296	868	203	407	422	418	417	454	153^	236	218	171	193	47^	31^	15^	15^
FALL GUY						A 15.8	24	1341	1763	705	254	761	243	417	399	319	294	631	230	388	376	282	204	133	52^	238	172
WED.	8.00P	60	ABC	A	99 99	B 17.4	27	1477	1823	688	266	771	273	445	376	332	288	641	233	397	351	292	206	145	59	266	175
	8.00 - 8.30					A 14.3	22	1214	1765	714	252	761	244	411	401	319	300	636	225	385	384	291	207	118	41^	250	176
	8.30 - 9.00					A 17.3	26	1469	1749	698	255	761	245	422	396	315	290	621	233	387	367	271	198	140	58^	227	166
FAMILY TIES						A 23.5	35	1995	1805	726	309	858	329	567	510	381	237	493	221	331	279	209	132	198	112	256	187
1 THU.	8.30P	30	NBC	CS	97 98	B 21.7	32	1842	1968	756	332	856	354	555	494	362	240	526	225	356	319	228	134	264	156	322	220
2 THU.	9.05P	30																									
FINDER OF LOST LOVES						A 13.1	24	1112	1478	698	312	828	203	327	325	361	415	488	129	248	250	245	204	71^	40^	91^	42^
SAT.	10.00P	60	ABC	GD	97 97	B 13.7	25	1163	1536	777	283	861	225	411	394	400	394	467	129	235	229	231	195	113	73	95	66
	10.00 - 10.30					A 13.0	23	1104	1457	678	297	805	207	316	316	339	403	485	131	247	249	237	203	73^	43^	94^	40^
	10.30 - 11.00					A 13.3	25	1129	1477	709	323	839	195	330	331	377	422	483	126	246	248	247	202	71^	37^	84^	42^
FOUL UPS, BLEEP&BLUNDERS(S)						A 10.8	19	917	1563	482	319	625	228^	344	296	317	217^	829	327	587	539	417	208^	44^	32^	65^	10^
1 SUN.	10.30P	30	ABC	U	99																						
GARFIELD IN THE ROUGH(S)						A 13.6	23	1155	2369	687	281	751	301	538	486	374	161^	689	329	512	474	299	146^	197^	107^	732	352
2 SAT.	8.00P	30	CBS	EA	200 96																						

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #		DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49		25-54	35-64	55+	TOTAL	18-34	18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11		
EVENING CONT'D																																	
GIMME A BREAK						16	188	184	A	12.4	21	1053	1854	692	308	788	262	505	434	347	255	445	191	280	241	189	134	275	191	346	216		
SAT. 9.00P 30 NBC CS						93	93	B	14.1	23	1197	1982	721	296	822	309	525	460	371	241	442	157	274	270	220	132	290	189	428	305			
HARDCASTLE & MCCORMICK						11	205	204	A	15.9	24	1350	1813	681	309	805	295	475	359	338	299	633	209	365	348	292	230	216	84^	159	110		
MON. 8.00P 60 ABC A						98	99	B	16.5	24	1401	1858	735	305	842	285	481	400	399	312	638	220	370	338	299	229	154	69	224	150			
8.00 - 8.30								A	15.7	24	1333	1780	674	314	803	294	463	357	336	305	621	202	350	338	283	230	193	70^	163	119			
8.30 - 9.00								A	16.1	24	1367	1838	683	302	803	296	483	357	338	290	643	213	375	356	300	230	238	96	154	101			
HIGHWAY TO HEAVEN						22	201	199	A	18.0	27	1528	1814	819	309	895	245	454	454	410	385	526	120	261	275	285	225	172	91	221	157		
WED. 8.00P 60 NBC GD						96	97	B	18.0	28	1528	1809	806	299	872	235	442	449	427	358	536	147	281	282	264	217	161	78	240	171			
8.00 - 8.30								A	17.0	26	1443	1838	829	302	902	243	452	457	408	395	537	129	274	287	285	224	166	87^	233	161			
8.30 - 9.00								A	19.0	28	1613	1782	804	310	882	244	451	449	410	374	515	112	249	264	284	226	177	95	208	153			
HILL STREET BLUES						24	206	210	A	15.1	26	1282	1590	737	332	845	391	589	514	361	196	606	299	452	367	259	132	79^	32^	60^	36^		
1 THU. 10.00P 60 NBC OP						98	99	B	16.8	28	1426	1654	718	333	796	348	556	503	365	184	707	318	530	476	332	141	94	40	57	38			
2 THU. 10.30P 60								A	13.9	22	1180	1520	649	346	775	365	547	476	331	196^	582	271	426	407	251	126^	122^	60^	41^	24^			
10.00 - 10.30								A	15.0	26	1274	1576	743	342	864	404	604	504	364	205	580	301	437	350	230	129	71^	30^	61^	37^			
10.30 - 11.00								A	16.3	31	1384	1664	798	302	867	391	596	557	379	182	668	318	500	365	316	138^	55^	14^	74^	43^			
HOTEL						23	207	207	A	19.3	34	1639	1392	761	301	857	235	415	393	408	371	466	136	238	234	217	198	46^	34^	23^	15^		
WED. 10.00P 60 ABC GD						99	99	B	20.0	34	1698	1537	810	313	915	295	501	445	417	352	506	180	277	241	218	192	75	48	41	26			
10.00 - 10.30								A	19.8	33	1681	1413	774	309	875	254	434	400	409	369	461	137	236	228	212	194	45^	33^	32^	22^			
10.30 - 11.00								A	18.8	34	1596	1359	745	293	836	213	394	386	405	371	470	135	238	237	220	202	41^	33^	12^	8^			

HUNTER					1	183	A 13.0 24 1104	1611 685 221^	717 187^ 443 406	358 237	617 174^ 368 392	374 175^	150^118^	127^ 75^
2 SAT. 10.00P 60 NBC OP						93	B 13.0 24 1104	1611 685 221	717 187 443 406	358 237	617 174 368 392	374 175	150 118	127 75
10.00 - 10.30							A 12.9 23 1095	1641 701 224^	732 189^ 461 423	374 233	619 169^ 364 401	379 174^	163^130^	127^ 80^
10.30 - 11.00							A 13.2 24 1121	1562 662 214^	695 181^ 420 384	339 239	608 177^ 366 375	362 176^	136^105^	123^ 70^
IT'S MAGIC CHARLIE BROWN(S)						199	A 14.2 23 1206	2347 686 267	700 273 488 460	368 165^	671 319 502 474	263 148^	155^ 80^	821 380
2 SAT. 8.30P 30 CBS EA						96								
IT'S YOUR MOVE					8	181	A 12.0 20 1019	1813 678 350	769 316 519 419	328 212^	442 210^ 292 160^	174^150^	381 263	221^ 137^
1 SAT. 9.30P 30 NBC CS						91	B 12.4 20 1053	1985 696 272	782 306 520 459	345 208	449 173 290 262	228 123	334 219	420 317
JEFFERSONS					9	187 195	A 11.3 17 959	1699 719 320	821 238 445 394	352 345	471 168 228 227	192 201	102^ 70^	305 173
TUE. 8.00P 30 CBS CS						95 97	B 11.3 17 959	1731 720 302	835 236 419 385	365 362	504 168 244 217	209 220	154 99	238 136
KATE & ALLIE					20	204 205	A 20.4 30 1732	1542 690 290	765 242 450 434	368 273	485 214 327 285	194 142	158 87	134 90
MON. 9.00P 30 CBS CS						99 99	B 18.8 27 1596	1619 769 311	853 291 494 463	369 311	464 158 285 268	216 153	150 88	152 105
KNIGHT RIDER					18	197 194	A 16.3 24 1384	2176 713 247	800 341 537 472	307 224	588 244 396 363	272 157	249 114	539 335
SUN. 8.00P 60 NBC A						99 94	B 16.7 24 1418	2122 696 263	762 314 505 454	333 208	645 263 448 407	300 155	225 113	490 335
8.00 - 8.30							A 15.6 24 1324	2188 707 242	796 332 532 466	313 225	595 247 403 372	276 157	246 110	551 347
8.30 - 9.00							A 17.1 25 1452	2143 716 246	795 349 538 472	298 216	572 240 386 353	264 152	251 114	525 321
KNOTS LANDING(B)						176	A 16.0 27 1358	1496 759 392	923 304 486 359	345 392	511 125^ 217 226	246 219	54^ 29^	8^ LT
2 FRI. 9.00P 60 CBS GD						91								
9.00 - 9.30							A 15.5 26 1316	1530 769 410	950 325 507 353	343 403	520 124^ 217 231	252 228	51^ 27^	9^ LT
9.30 - 10.00							A 16.5 28 1401	1458 748 374	895 281 463 362	347 382	500 127^ 218 221	237 206	55^ 30^	8^ LT
LIFES-EMBARASSING MOMENTS(S)						200	A 15.5 23 1316	1906 636 410	768 317 519 448	368 175^	730 316 501 488	332 151^	239 145^	169^ 139^
2 SUN. 8.00P 60 ABC GV						94								
8.00 - 8.30							A 14.6 22 1240	1972 640 407	773 331 519 462	363 165^	741 329 522 500	332 150^	257 164^	201^ 153^
8.30 - 9.00							A 16.4 23 1392	1840 634 411	762 302 516 440	374 180	716 304 482 475	329 147^	221 127^	141^ 123^



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PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																											
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)									
EVENING CONT'D																																			
LOVE BOAT																																			
	SAT.	9.00P	60	ABC	CS		25	192	192	A 13.9	23	1180	1611	713	320	829	221	372	322	348	394	495	118	279	246	246	202	138	78 <sup>^</sup>	149	75 <sup>^</sup>				
		9.00 - 9.30								B 15.5	26	1316	1645	780	275	866	231	390	365	363	423	509	137	249	231	237	227	136	84	134	88				
		9.30 - 10.00								A 13.5	23	1146	1577	703	304	815	211	369	306	345	391	492	119	278	238	241	203	125	64 <sup>^</sup>	145	69 <sup>^</sup>				
										A 14.4	24	1223	1623	714	329	834	224	370	333	350	394	491	114	273	250	248	198	148	90 <sup>^</sup>	150	81 <sup>^</sup>				
MACGRUDER AND LOUD																																			
	TUE.	9.00P	60	ABC	OP		8	200	196	A 12.4	19	1053	1571	672	282	803	344	503	390	305	248	516	198	319	322	220	162	154	104 <sup>^</sup>	98 <sup>^</sup>	67 <sup>^</sup>				
		9.00 - 9.30								B 14.5	21	1231	1606	723	307	815	330	518	449	351	240	541	206	341	329	249	165	133	74	117	69				
		9.30 - 10.00								A 12.1	18	1027	1591	678	271	801	330	494	399	305	258	516	204	325	332	218	160	154	102 <sup>^</sup>	120 <sup>^</sup>	74 <sup>^</sup>				
										A 12.6	20	1070	1555	671	292	810	362	515	384	307	239	519	193	316	312	224	165	150	103 <sup>^</sup>	76 <sup>^</sup>	62 <sup>^</sup>				
MAGNUM, P.I.																																			
	1 THU.	8.00P	60	CBS	PD		24	196		A 15.8	24	1341	1744	786	244	836	264	442	420	361	356	590	187	337	347	268	215	120 <sup>^</sup>	42 <sup>v</sup>	198	109 <sup>^</sup>				
		8.00 - 8.30								B 19.5	30	1656	1744	736	274	807	227	415	391	373	348	635	188	358	344	313	237	123	46	179	118				
		8.30 - 9.00								A 14.3	22	1214	1736	809	271	849	276	459	425	354	354	580	189 <sup>^</sup>	331	332	252	219	110 <sup>^</sup>	35 <sup>v</sup>	197 <sup>^</sup>	109 <sup>^</sup>				
										A 17.3	26	1469	1741	766	218	822	251	425	414	367	357	594	183	336	357	278	213	129 <sup>^</sup>	49 <sup>^</sup>	196	109 <sup>^</sup>				
MATT HOUSTON																																			
	FRI.	10.00P	60	ABC	PD		24	192	200	A 12.8	22	1087	1586	743	317	838	228	435	460	430	311	545	160	281	279	274	225	92 <sup>^</sup>	67 <sup>^</sup>	111 <sup>^</sup>	79 <sup>^</sup>				
		10.00 - 10.30								B 12.5	21	1061	1687	744	313	825	273	509	495	420	248	572	176	338	334	317	185	140	75	150	109				
		10.30 - 11.00								A 12.7	21	1078	1617	746	321	844	231	444	472	432	306	569	160	281	291	297	236	85 <sup>^</sup>	64 <sup>^</sup>	119	77 <sup>^</sup>				
										A 12.8	22	1087	1560	741	309	832	223	421	449	429	319	523	163	283	267	252	214	101 <sup>^</sup>	72 <sup>^</sup>	104 <sup>^</sup>	81 <sup>^</sup>				
MIAMI VICE																																			
	FRI.	10.00P	60	NBC	OP		22	190	193	A 15.9	27	1350	1792	697	344	815	383	620	489	344	161	642	291	481	405	281	138	194	92 <sup>^</sup>	141	114				
		10.00 - 10.30								B 14.2	24	1206	1778	673	303	752	331	555	478	355	153	704	308	519	474	329	146	164	68	158	120				
		10.30 - 11.00								A 15.5	26	1316	1798	685	326	795	380	608	475	325	160	625	276	469	401	281	131	202	90 <sup>^</sup>	176	131				
										A 16.4	29	1392	1768	702	359	829	387	627	499	357	159	647	299	485	408	279	141	186	91 <sup>^</sup>	106	97				
MR. BELVEDERE																																			
	FRI.	8.30P	30	ABC	CS		2	195	198	A 16.5	27	1401	1758	731	237	854	309	490	448	359	302	427	125	201	269	213	146	122	71 <sup>^</sup>	355	237				
										B 16.5	27	1401	1758	731	237	854	309	490	448	359	302	427	125	201	269	213	146	122	71	355	237				
MOONLIGHTING																																			
	TUE.	10.00P	60	ABC	PD		3	205	206	A 11.3	20	959	1634	771	305	864	372	528	448	358	277	638	234	397	369	293	182	92 <sup>^</sup>	30 <sup>v</sup>	40 <sup>^</sup>	31 <sup>v</sup>				
		10.00 - 10.30								B 12.1	21	1027	1631	752	263	819	339	493	444	333	269	625	235	377	347	282	196	129	38	58	39				
		10.30 - 11.00								A 11.7	20	993	1635	786	309	870	381	543	454	358	272	621	227	389	364	288	177	102 <sup>^</sup>	35 <sup>^</sup>	42 <sup>^</sup>	32 <sup>v</sup>				
										A 10.9	20	925	1621	755	297	856	360	509	441	360	284	644	235	398	369	296	185	81 <sup>^</sup>	23 <sup>v</sup>	40 <sup>^</sup>	29 <sup>v</sup>				
MOST BEAUTIFUL GIRL-WORLD(S)																																			
	1 MON.	9.00P	124	NBC	AC			196		A 15.0	24	1274	1633	717	233	790	222	382	390	346	335	588	211	358	318	254	196	138 <sup>^</sup>	94 <sup>^</sup>	117 <sup>^</sup>	47 <sup>v</sup>				
		9.00 - 9.30								A 15.6	23	1324	1842	691	198	792	237	385	387	334	328	559	221	334	325	218	186 <sup>^</sup>	153 <sup>^</sup>	80 <sup>^</sup>	338	93 <sup>^</sup>				
		9.30 - 10.00								A 14.8	23	1257	1598	709	195 <sup>^</sup>	793	224	379	393	335	331	609	253	385	318	222	203	134 <sup>^</sup>	98 <sup>^</sup>	62 <sup>^</sup>	62 <sup>^</sup>				
		10.00 - 10.30								A 14.8	24	1257	1606	761	247	815	224	396	418	360	338	593	201	368	312	266	196 <sup>^</sup>	154 <sup>^</sup>	115 <sup>^</sup>	44 <sup>v</sup>	19 <sup>v</sup>				
		10.30 - 11.00								A 14.8	26	1257	1546	731	298	786	212	385	382	356	345	613	188 <sup>^</sup>	364	333	307	198	120 <sup>^</sup>	90 <sup>^</sup>	27 <sup>v</sup>	18 <sup>v</sup>				
MURDER, SHE WROTE																																			
	SUN.	8.00P	60	CBS	SM		21	201	206	A 20.9	31	1774	1679	752	310	828	180	368	386	423	406	601	142	290	284	306	265	118	59 <sup>^</sup>	132	62 <sup>^</sup>				
		8.00 - 8.30								B 19.7	29	1673	1658	779	317	861	193	398	398	431	405	576	131	281	292	309	247	99	45	122	79				
		8.30 - 9.00								A 20.6	31	1749	1696	761	313	836	182	370	388	429	412	605	149	295	285	298	266	118	58 <sup>^</sup>	137	59 <sup>^</sup>				
										A 21.1	31	1791	1661	744	307	820	179	367	383	417	402	593	135	286	283	312	262	119	59 <sup>^</sup>	129	66 <sup>^</sup>				
NBC MONDAY NIGHT MOVIES																																			
	2 MON.	9.00P	120	NBC</																															



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	Avg. AUD. SHARE %	Avg. AUD. SHARE %	Avg. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11						
															TOTAL	18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TOTAL	18- 34	MEN 18- 49	25- 54	35- 64	55+							
EVENING CONT'D																																	
NBC NEWS DIGEST-2-M-F										54	167	158	A 11.0 17 934	1738	747	306	850	310	520	474	391	278	551	194	345	334	282	174	185	94	152	133	
1 TU&TH 9.58P										1	NBC	N	83 83	B 13.6 21 1155	1736	746	310	821	304	517	478	385	246	591	221	382	358	292	170	179	82	145	104
2 MON. 9.53P										2																							
2 W & F 9.58P										1																							
NBC NEWS DIGEST-SAT										24	141	144	A 10.5 17 891	1889	617	292	710	233	412	404	262	262	430	132^	257	244	212	147	307	210	442	247	
SAT. 8.58P										1	NBC	N	78 78	B 11.7 19 993	1970	707	278	800	290	469	416	321	291	427	151	246	238	197	148	302	203	441	313
NBC NEWS DIGEST-2-SAT.										11	148		A 7.2 12 611	1717	607	368^	709	250^	453	445	366^201^	421	150^	278^207^	209^143^	354^224^	233^	175^					
1 SAT. 9.58P										1	NBC	N	78	B 9.8 16 832	1892	706	285	778	295	501	454	367	226	471	157	297	297	265	130	293	167	350	274
NBC NEWS DIGEST-SUN										23	145	148	A 12.5 18 1061	1977	689	240	777	330	514	450	297	228	502	205	308	283	230	166	228	143	470	290	
SUN. 8.58P										1	NBC	N	81 77	B 14.1 20 1197	2017	717	274	787	291	483	430	361	254	643	242	411	376	302	195	196	113	391	260
NBC NEWS DIGEST-2-SUN.										12		171	A 11.4 18 968	1618	673	281	784	240^	460	406	362	280	620	178^	326	367	405	202^	85^	LT	129^	92^	
2 SUN. 9.59P										3	NBC	N	86	B 15.1 23 1282	1721	708	301	774	270	480	435	378	248	638	232	416	399	336	174	151	56	158	108
NBC NIGHTLY NEWS-SAT.										21	165	166	A 7.4 15 628	1336	615	194^	675	111^	245	225	301	403	627	70^	297	266	363	330	LT	LT	34^	12^	
SAT. 6.30P										30	NBC	N	92 92	B 8.7 17 739	1466	689	195	721	126	268	284	332	400	614	134	259	259	283	317	51	15	80	51
NBC NIGHTLY NEWS-SUN										14	165	168	A 7.7 15 654	1656	610	206	677	150^	237	320	305	339	707	246	356	381	320	237	94^	62^	178^	94^	
SUN. 6.30P										30	NBC	N	90 90	B 7.9 13 671	1564	657	245	713	161	288	302	328	358	618	169	288	305	288	263	82	57	151	96
NBC NIGHTLY NEWS										118	201	201	A 11.2 20 951	1557	701	235	773	171	323	316	352	392	573	99	232	249	334	295	67	29^	144	76	
M-F 6.30P										30	NBC	N	99 99	B 11.4 20 968	1595	738	253	799	174	330	339	381	400	609	137	262	289	300	293	58	31	129	79
NBC SUNDAY NIGHT MOVIE										22	201	203	A 15.7 24 1333	1770	771	343	891	351	630	522	433	209	546	195	339	347	299	151	210	110	123	84^	
SUN. 9.00P										120	NBC	FF	99 99	B 16.6 25 1409	1747	727	314	809	286	512	472	411	234	641	236	414	399	330	171	149	67	148	104
9.00 - 9.30													A 15.6 23 1324	1896	777	355	889	341	635	538	434	203	580	197	368	383	330	155	234	105	193	128	
9.30 - 10.00													A 15.5 23 1316	1861	776	355	897	361	648	530	426	201	573	210	354	361	309	162	233	114	158	104	
10.00 - 10.30													A 15.7 25 1333	1698	778	343	900	352	625	516	436	221	527	197	323	333	282	143	187	104	84^	59^	
10.30 - 11.00													A 15.9 27 1350	1630	750	324	873	343	608	500	438	216	502	173	308	318	280	140	190	119	65^	45^	
NBC WHITE PAPER(S)										185			A 8.9 16 756	1570	693	272^	741	278^	452	502	328^206^	649	316^	473	355	265^154^	96^	51^	84^	84^			
1 SAT. 10.00P										60	NBC	DN	96	A 8.9 16 756	1602	723	288^	776	286^	463	525	352	215^	654	328^	482	356	260^151^	88^	53^	84^	84^	
10.00 - 10.30													A 8.8 16 747	1539	662	254^	706	272^	443	477	303^197^	647	307^	467	357	271^157^	102^	47^	84^	84^			
10.30 - 11.00																																	
NEWHART										19	205	207	A 20.5 31 1740	1521	734	287	818	274	490	452	377	287	516	227	330	292	200	165	121	60^	66^	38^	
MON. 9.30P										30	CBS	CS	99 99	B 18.9 28 1605	1577	775	322	864	298	506	465	372	311	482	176	298	277	215	159	127	67	104	72
NEWSBREAK-M-F										121	175	178	A 13.1 21 1112	1527	764	280	851	252	460	428	391	339	520	172	288	267	234	191	86	37^	70	47^	
1 MWF 9.58P										1	CBS	N	84 85	B 15.4 24 1307	1601	782	296	864	259	461	437	400	347	515	153	284	273	255	194	112	57	110	75
1 TUE. 10.01P										1																							
1 THU. 10.06P										1																							
2 M & F 9.58P										1																							
2 TUE. 10.00P										1																							
2 WED. 9.53P										1																							
NEWSBREAK-SAT.										25	171	175	A 10.2 17 866	1799	620	298	671	184	371	380	336	239	775	268	505	437	381	252	170	67^	183	104^	
SAT. 9.58P										1	CBS	N	86 86	B 12.1 20 1027	1780	662	274	733	208	427	416	379	260	728	226	441	429	391	237	131	56	188	140
NEWSBREAK-SUN.										24	186	185	A 16.0 24 1358	1571	727	217	798	189	384	395	410	370	570	138	273	289	287	250	133	60^	70^	64^	
SUN. 9.58P										1	CBS	N	91 89	B 16.3 25 1384	1593	774	285	857	217	408	402	404	390	571	151	299	303	291	229	87	45	78	57
NIGHT COURT										23	198	190	A 18.0 28 1528	1692	712	339	831	356	548	468	357	222	575	304	428	355	227	122	163	73^	123	94	
CONT'D																																	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1985 REPORT

PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
													WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																														
NIGHT COURT-CONT'D																														
1	THU.	9.30P	30	NBC	CS	97	97	B	17.5	26	1486	1747	747	351	840	363	553	493	351	225	602	279	433	393	264	132	174	90	131	94
2	THU.	10.05P	25																											
OFF THE RACK																														
	FRI.	9.30P	30	ABC	CS	98	98	B	13.3	21	1129	1536	678	300	819	269	446	435	378	299	452	125	223	261	236	174	103 <sup>A</sup>	60 <sup>A</sup>	162	109 <sup>A</sup>
OTHERWORLD																														
1	SAT.	8.00P	60	CBS	A	96	96	A	8.3	14	705	2040	664	273 <sup>A</sup>	749	241 <sup>A</sup>	480	421	412	234 <sup>A</sup>	705	238 <sup>A</sup>	485	451	361	185 <sup>A</sup>	276 <sup>A</sup>	151 <sup>A</sup>	310 <sup>A</sup>	201 <sup>A</sup>
		8.00 - 8.30						B	10.4	17	883	2106	734	291	794	263	526	476	398	228	726	261	495	459	377	179	224	85	362	256
		8.30 - 9.00						A	8.3	14	705	2041	656	273 <sup>A</sup>	745	219 <sup>A</sup>	470	419	424	232 <sup>A</sup>	665	220 <sup>A</sup>	435	404	337 <sup>A</sup>	189 <sup>A</sup>	329 <sup>A</sup>	188 <sup>A</sup>	302 <sup>A</sup>	202 <sup>A</sup>
								A	8.3	14	705	2021	665	269 <sup>A</sup>	747	262 <sup>A</sup>	487	424	399	232 <sup>A</sup>	741	256 <sup>A</sup>	535	499	380	176 <sup>A</sup>	218 <sup>A</sup>	112 <sup>A</sup>	315 <sup>A</sup>	200 <sup>A</sup>
PEOPLE'S CHOICE AWARDS(5)																														
1	THU.	9.00P	120	CBS	AC	99	99	A	19.2	31	1630	1547	750	279	880	272	444	431	362	371	550	218	326	276	216	185	60 <sup>A</sup>	39 <sup>A</sup>	57 <sup>A</sup>	35 <sup>V</sup>
		9.00 - 9.30						A	18.5	28	1571	1535	757	274	866	272	436	435	342	387	513	169	286	269	221	196	69 <sup>A</sup>	39 <sup>V</sup>	87 <sup>A</sup>	49 <sup>A</sup>
		9.30 - 10.00						A	19.1	30	1622	1478	761	287	867	253	438	448	371	377	513	182	280	254	205	198	63 <sup>A</sup>	40 <sup>A</sup>	35 <sup>V</sup>	16 <sup>V</sup>
		10.00 - 10.30						A	20.2	32	1715	1562	745	259	870	262	441	431	366	353	567	253	359	281	212	164	63 <sup>A</sup>	52 <sup>A</sup>	62 <sup>A</sup>	48 <sup>A</sup>
		10.30 - 11.00						A	19.0	33	1613	1606	734	298	914	294	460	411	373	369	609	267	383	297	230	185	40 <sup>A</sup>	29 <sup>V</sup>	43 <sup>A</sup>	30 <sup>V</sup>
PUNKY BREWSTER																														
	SUN.	7.30P	30	NBC	CS	95	95	A	11.7	19	993	2054	594	235	698	326	460	375	214	208	355	88 <sup>A</sup>	195	218	226	102 <sup>A</sup>	276	192	725	455
								B	11.5	18	976	2143	653	259	745	289	484	420	311	229	493	199	319	311	221	131	267	166	638	426
REMINGTON STEELE																														
	TUE.	10.00P	60	NBC	PD	99	99	A	15.4	27	1307	1555	737	316	808	303	519	466	373	233	581	239	401	336	263	155	104	49 <sup>A</sup>	62 <sup>A</sup>	52 <sup>A</sup>
								B	17.2	29	1460	1598	719	298	788	272	497	468	393	235	629	243	438	391	313	158	106	40	75	52
10.00 - 10.30																														
10.30 - 11.00																														
RIPLEY'S BELIEVE IT-NOT																														
	SUN.	7.00P	60	ABC	U	96	91	A	11.0	18	934	2105	722	303	823	358	558	482	353	232	808	349	560	505	348	191	171	89 <sup>A</sup>	303	216
		7.00 - 7.30						B	11.6	18	985	2113	721	292	805	321	526	463	366	220	782	317	533	479	357	201	182	64	344	232
		7.30 - 8.00						A	10.5	18	891	2085	745	308	848	365	567	481	364	246	790	334	538	492	338	196	151	80 <sup>A</sup>	296	223
								A	11.6	19	985	2090	695	290	790	349	543	476	336	216	809	358	573	510	349	182	184	95 <sup>A</sup>	307	211
RIPTIDE																														
	TUE.	9.00P	60	NBC	PD	99	97	A	19.1	29	1622	1786	746	330	810	284	521	473	369	237	648	234	443	385	310	179	216	92	112	80
		9.00 - 9.30						B	19.5	30	1656	1755	693	302	763	272	477	444	361	235	660	245	438	404	320	183	175	62	157	112
		9.30 - 10.00						A	19.2	29	1630	1807	735	322	800	278	509	465	361	238	665	245	457	397	313	183	220	93	122	83
								A	18.9	29	1605	1765	758	338	822	293	535	482	376	236	634	223	431	374	310	175	209	89	100	75 <sup>A</sup>
ROMANCE OF BETTY BOOP(S)																														
	2 WED.	8.30P	30	CBS	EA	99	99	A	15.2	23	1290	2171	640	262	703	351	579	478	311	106 <sup>A</sup>	489	222	410	371	223	55 <sup>A</sup>	220	131 <sup>A</sup>	759	486
ST. ELSEWHERE																														
	WED.	10.00P	60	NBC	GD	99	99	A	13.8	24	1172	1506	747	356	834	363	576	539	354	206	490	237	380	331	220	88 <sup>A</sup>	106 <sup>A</sup>	46 <sup>A</sup>	76 <sup>A</sup>	42 <sup>A</sup>
		10.00 - 10.30						B	13.9	23	1180	1593	786	357	853	354	583	551	392	216	566	268	432	381	248	110	111	48	63	38
		10.30 - 11.00						A	14.0	24	1189	1518	743	356	831	355	573	534	358	208	490	238	383	332	219	88 <sup>A</sup>	109	51 <sup>A</sup>	88 <sup>A</sup>	53 <sup>A</sup>
								A	13.6	25	1155	1480	748	354	831	373	579	542	344	200	484	231	375	328	221	85 <sup>A</sup>	100 <sup>A</sup>	37 <sup>A</sup>	65 <sup>A</sup>	29 <sup>A</sup>
SARA																														
	WED.	9.30P	30	NBC	CS	96	97	A	14.4	22	1223	1711	673	286	770	252	474	445	386	241	488	193	334	288	240	137	223	144	230	186
								B	15.1	22	1282	1712	715	317	786	293	499	455	356	231	518	212	359	301	238	135	237	120	171	136
SCARECROW & MRS. KING																														
	MON.	8.00P	60	CBS	GD	99	99	A	16.5	25	1401	1573	710	326	779	234	428	409	356	313	474	134	296	294	247	164	118	54 <sup>A</sup>	202	149
		8.00 - 8.30						B	17.5	26	1486	1646	759	313	842	248	446	427	380	350	481	130	260	255	245	190	123	70	200	138

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11		
EVENING CONT'D																													
60 MINUTES																													
SUN. 7.00P 60 CBS DN 26 209 209 A 21.8 36 1851 1630 713 287 786 175 321 348 375 394 716 207 354 351 326 308 70 23^ 58^ 19^																													
7.00 - 7.30 B 22.4 35 1902 1618 737 290 792 169 335 348 386 400 690 183 350 351 342 288 64 26 72 42																													
7.30 - 8.00 A 20.3 35 1723 1597 696 273 762 162 304 331 362 391 726 204 354 349 335 318 71^ 21^ 38^ 14^																													
A 23.2 37 1970 1661 729 299 804 186 334 360 385 397 709 209 354 350 318 304 75 27^ 73 24^																													
SNOOPY GETS MARRIED(S) 208 A 17.5 27 1486 2100 599 225 672 353 533 422 287 118^ 467 202 359 351 210 74^ 208 112^ 753 451																													
2 WED. 8.00P 30 CBS EA 99																													
SPORTSBREAK-SAT 26 186 194 A 11.8 19 1002 2109 688 273 726 247 473 445 403 207 684 285 494 470 300 163 143 72^ 556 261																													
SAT. 8.58P 1 CBS SN 94 92 B 11.9 20 1010 2007 694 269 758 247 467 440 373 244 712 261 465 431 359 207 166 67 371 248																													
SPORTSBREAK-SUN 26 198 201 A 18.3 26 1554 1707 754 308 826 186 379 393 423 396 613 147 304 301 319 261 132 64^ 136 64^																													
SUN. 8.58P 1 CBS SN 97 95 B 18.5 27 1571 1682 783 310 863 202 404 404 426 398 582 143 298 303 308 237 108 54 129 85																													
T.J. HOOKER 21 192 193 A 14.4 24 1223 1704 727 272 831 209 393 315 353 395 610 160 302 257 263 281 134 86^ 129 66^																													
SAT. 8.00P 60 ABC OP 98 96 B 13.6 23 1155 1678 732 276 822 210 372 337 362 398 582 136 270 270 282 270 118 61 156 99																													
8.00 - 8.30 A 13.5 23 1146 1678 716 256 814 194 371 295 343 403 604 168 292 250 236 285 128 83^ 132 55^																													
8.30 - 9.00 A 15.4 26 1307 1705 729 282 839 219 408 327 358 387 607 154 306 258 279 274 133 87^ 126 75^																													
TV BLOOPERS & PRAC. JOKES 22 200 199 A 17.5 26 1486 1756 688 261 773 283 443 388 337 271 520 167 272 295 267 185 204 125 259 165																													
MON. 8.00P 60 NBC CV 98 97 B 17.3 26 1469 1901 740 297 824 316 506 429 359 263 557 206 346 312 260 180 237 116 283 197																													
8.00 - 8.30 A 16.9 26 1435 1797 693 240 771 264 424 383 345 284 528 169 271 294 268 194 207 130 291 177																													
8.30 - 9.00 A 18.0 26 1528 1719 688 280 777 299 461 393 332 260 509 165 273 294 263 176 200 121 233 154																													
THREE'S A CROWD 19 195 188 A 13.8 21 1172 1873 800 291 879 318 523 421 383 304 543 219 354 333 233 148 232 154 219 157																													
TUE. 8.00P 30 ABC CS 98 96 B 14.8 22 1257 1797 740 283 829 304 469 383 345 309 532 211 317 283 217 179 190 108 246 156																													
TRAPPER JOHN, MD. 20 206 204 A 17.3 29 1469 1464 755 253 807 192 387 383 394 378 520 135 269 273 264 214 75^ 25^ 62^ 38^																													
SUN. 10.00P 60 CBS GD 99 99 B 16.5 27 1401 1504 740 288 842 221 415 391 393 380 540 168 301 286 268 203 67 38 55 31																													
10.00 - 10.30 A 17.2 27 1460 1479 759 263 815 192 399 394 400 374 515 130 264 268 265 213 80^ 30^ 69^ 41^																													
10.30 - 11.00 A 17.4 30 1477 1442 750 243 799 192 374 373 388 382 523 140 272 275 262 215 67^ 19^ 53^ 34^																													
20/20 22 198 204 A 17.0 29 1443 1466 702 262 761 196 385 395 396 313 591 171 327 325 301 232 68^ 30^ 46^ 45^																													
1 THU. 10.00P 60 ABC DN 99 99 B 14.5 24 1231 1544 738 293 798 196 417 426 421 315 618 167 337 358 316 223 81 41 47 33																													
2 THU. 10.35P 60 A 15.4 25 1307 1449 629 268 691 188^ 359 378 365 271 621 200 331 324 289 260 64^ 27^ 73^ 73^																													
10.00 - 10.30 A 16.7 29 1418 1444 694 263 744 183 377 390 390 305 584 175 324 320 294 226 65^ 25^ 51^ 49^																													
10.30 - 11.00 A 19.1 36 1622 1500 765 252 835 219 417 416 424 355 575 150^ 326 322 305 224 68^ 55^ 22^ 22^																													
11.00 - 11.30																													
UNDER ONE ROOF 1 188 A 11.0 18 934 1515 628 192^ 706 238^ 467 415 321 201^ 402 163^ 208^ 220^ 174^ 130^ 144^ 123^ 263^ 201^																													
2 SAT. 9.30P 30 NBC CS 95 B 11.0 18 934 1515 628 192 706 238 467 415 321 201 402 163 208 220 174 130 144 123 263 201																													
FRI. 9.00P 60 NBC SF 93 93 A 11.4 18 968 2070 640 224 700 325 547 445 317 143 623 232 482 451 327 108^ 313 145 131 345																													
9.00 - 9.30 B 11.9 19 1010 2015 624 255 702 327 551 454 318 131 616 256 463 420 304 118 286 133 411 288																													
9.30 - 10.00 A 11.0 17 934 2084 645 220 711 321 550 442 329 146 627 227 485 448 335 115^ 288 140 458 356																													
A 11.9 19 1010 2035 631 226 686 324 537 445 305 139 614 236 476 448 315 101^ 328 149 407 331																													
WEBSTER 2 199 196 A 17.1 28 1452 1841 709 236 832 289 471 445 353 304 442 125 210 280 223 149 113 65^ 454 279																													
FRI. 8.00P 30 ABC CS 99 97 B 17.1 28 1452 1841 709 236 832 289 471 445 353 304 442 125 210 280 223 149 113 65 454 279																													
WHO'S THE BOSS? 19 197 193 A 15.5 23 1316 1847 790 317 872 345 543 436 379 270 526 225 354 343 222 126 226 165 223 168																													
TUE. 8.30P 30 ABC CS 97 96 B 15.9 23 1350 1783 757 311 847 330 513 424 355 280 526 210 324 296 225 160 193 120 217 179																													
WILDSIDE 1 203 A 16.1 24 1367 1654 702 239 740 237 397 372 355 282 656 220 403 365 335 215 116^ 40^ 142^ 92^																													
2 TUE. 8.35P 60 ABC A 99 B 16.1 24 1367 1654 702 239 740 237 397 372 355 282 656 220 403 365 335 215 116 10 142 92																													
8.30 - 9.00 A 14.3 21 1214 1636 732 200^ 760 218 410 331 335 233 650 215 400 362 330 210 37^ 37 133^ 36^																													
9.00 - 9.30 A 17.5 26 1486 1654 682 256 723 246 385 355 326 270 633 230 413 373 310 213 131^ 13 133 33^																													



										2ND MAR. 1985 REPORT									
PROGRAM NAME										AUDIENCE COMPOSITION									
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES									
NO. OF STATIONS & PROGRAM COVERAGE																			
WK # DAY START TIME DUR NET TYPE PRG WK 1 WK 2										K E Y									
										TOTAL LADY WORK- PERSONS OF ING HOUSE WOM.									
										TOTAL 18- 34 18- 49 25- 54 35- 64 55+									
										TOTAL 18- 34 18- 49 25- 54 35- 64 55+ TOTAL FEM. TEENS (12-17) CHILDREN (2-11) TOTAL 6-11									
*LATE FRINGE																			
ABC NEWS:NIGHTLINE 96 193 197										A 5.9 17 501 1244 586 173 613 132 283 273 343 261 583 183 324 339 270 216 24v 12v 24v 24v									
1 M-F 11.30P 30 ABC N 96 98										B 5.7 16 484 1320 617 220 674 165 343 324 362 266 571 164 314 309 288 216 39 19 36 23									
2 MTUF 11.30P 30																			
2 WED. 11.30P 31																			
ABC NEWS:NIGHTLINE-TUE(B) 198										A 4.3 16 365 1167 515^181^ 515^148v 208^231^ 241^246^ 652^279^ 430^265^ 264^222^ LT LT LT LT									
2 TUE. 12.00M 16 ABC N 98																			
ABC NEWS:NIGHTLINE-MON(B) 196										A 4.0 16 340 932 426^ 94v 426^ 65v 159v170v 361^191^ 506^ 71v 218^250^ 282^256^ LT LT LT LT									
2 MON. 12.00M 37 ABC N 98																			
12.00 - 12.30										A 4.1 15 348 968 442^ 78v 442^ 78v 192^172v 364^192^ 528^ 75v 254^290^ 296^236^ LT LT LT LT									
12.30 - 1.00										A 3.6 17 306 768^ 350^167v 350^ LT LT 167v 350^183v 418^ 58v 58v 58v 220^360^ LT LT LT LT									
ABC NEWS:NIGHTLINE-THU(B) 195										A 5.1 18 433 1113 423^330^ 533^217^ 289^250^ 195^209^ 491^103v 281^311^ 266^180^ 89v 53v LT LT LT LT									
2 THU. 12.05A 41 ABC N 98																			
12.00 - 12.30										A 5.6 19 475 1189 461^329^ 562 208^ 298^281^ 217^210^ 497^112v 291^335^ 267^162^ 130v 78v LT LT LT LT									
12.30 - 1.00										A 4.4 18 374 944 348^329^ 471^230^ 268^193^ 150^203^ 473^ 86v 259^259^ 256^214^ LT LT LT LT									
ABC NEWS:NIGHTLINE-FRI(B) 193										A 4.6 15 391 1225 438^215^ 504^ 92v 276^265^ 358^172^ 513^186^ 261^261^ 197^252^ LT LT 208^ 208^									
2 FRI. 12.00M 53 ABC N 96																			
12.00 - 12.30										A 4.8 15 408 1279 514^280^ 590^117v 320^302^ 409^212^ 498^182^ 278^278^ 169^220^ LT LT 191^ 191^									
12.30 - 1.00										A 4.4 17 374 1128 319^115v 369^ 51v 204^208^ 278^110v 532^190^ 233^233^ 234^299^ LT LT 227^ 227^									
ABC ROCKS 21 132										A 2.5 8 212 1075^ 438^156v 584^208v 307^211v 297^226v 284^118v 156v156v 142v128v 99v 99v 108v 108v									
1 FRI. 12.00M 32 ABC PC 72										B 2.1 7 178 1081 423 188 504 231 378 304 229 85 387 177 277 241 179 98 82 29 108 79									
ABC WEEKEND REPORT-SAT. 23 163 163										A 4.2 10 357 1451 707 294^ 707 298^ 547 327^ 409 160^ 432 183^ 270^202^ 181^146^ 231^209^ 81v 81v									
SAT. 11.30P 15 ABC N 87 87										B 4.2 11 357 1265 677 195 708 188 383 370 400 252 455 111 221 219 253 201 63 50 39 31									
ABC WEEKEND REPORT-SUN. 24 167 166										A 3.9 14 331 1073 469 230^ 514 112^ 208^233^ 254^214^ 532 193^ 335^329^ 188^184^ 27v 27v LT LT									
SUN. 11.30P 15 ABC N 90 90										B 3.9 12 331 1257 604 224 653 232 373 323 315 223 513 181 323 278 247 168 36 LT 55 26									
CBS NCAA BSKBL CHAMP-THU(S) 200										A 4.5 18 382 1309 488^196^ 495^ 84v 191^233^ 233^244^ 811 332^ 453^479^ 417^206^ LT LT LT LT									
1 THU. 11.31P 121 CBS SE 98																			
11.30 - 12.00										A 5.8 17 492 1392 587 295^ 609 168^ 292^314^ 317^234^ 771 293^ 472^486^ 428^171^ 12v 12v LT LT									
12.00 - 12.30										A 4.7 17 399 1281 466^216^ 466^ 59v 185^229^ 264^235^ 815 318^ 452^506^ 444^206^ LT LT LT LT									
12.30 - 1.00										A 4.0 19 340 1268 447^141v 447^ 77v 162^217^ 173v230^ 821 362^ 421^465^ 382^238^ LT LT LT LT									
1.00 - 1.30										A 3.6 22 306 1268 409^105v 409^ LT 85v131v 131v278^ 859 371^ 454^454^ 400^229^ LT LT LT LT									
CBS NCAA BSKBL POST-THU(S) 200										A 2.7 21 229 1070^ 393^ LT 393^ LT 152v152v 152v24^ 677^445^ 468^289^ 149v209v LT LT LT LT									
1 THU. 1.32A 28 CBS SC 98																			
CBS NCAA BSKBL CHAMP-FRI(S) 198										A 4.3 15 365 1225 533^192^ 563^271^ 375^376^ 188^173v 628^268^ 474^337^ 259^154v 34v LT LT LT LT									
1 FRI. 11.30P 118 CBS SE 98																			
11.30 - 12.00										A 5.4 14 458 1456 650 318^ 731 273^ 474^477^ 321^214^ 607 207^ 452^399^ 310^155^ 118v 19v LT LT									
12.00 - 12.30										A 4.6 15 391 1210 530^141v 543^297^ 357^357^ 148^186^ 667 337^ 519^372^ 230^148v LT LT LT LT									
12.30 - 1.00										A 3.6 15 306 1082 481^125v 481^265^ 340^340^ 130v141v 601^274^ 448^265^ 219^153v LT LT LT LT									
1.00 - 1.30										A 3.3 17 280 1086 414^143v 414^250^ 279^279^ 75v135v 672^283^ 511^297^ 271^161v LT LT LT LT									
CBS NCAA BSKBL POST-FRI(S) 198										A 2.3 13 195 1092^ 370^221v 370^205v 205v241v 41v129v 722^306v 512^206v 272v210v LT LT LT LT									
1 FRI. 1.28A 18 CBS SC 98																			
CBS NCAA BSKBL CHMP TH 2(S) 204										A 4.6 17 391 974 233^ 59v 253^ 97v 169^146v 82v 84v 647 335^ 412^207^ 202^205^ LT LT 74v 54v									
2 THU. 11.32P 125 CBS SE 99																			
11.30 - 12.00										A 5.9 15 501 1012 327^ 80v 385^159^ 260^216^ 109v125v 581 269^ 404^238^ 226^140^ LT LT 46v 30v									
CONT'D																			

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1985 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK	START	DUR	NET	TYPE	PROG.	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		TOTAL LADY WORK- PERSONS OF ING		WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)			
# DAY	TIME					WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	(2+)	HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11
LATE FRINGE CONT'D																										
CBS NCAA BSKBL CHM-CONT'D																										
	12.00 - 12.30							A	4.9 17	416	863	180^ 65v	180^ 72v	115v 98v	55v 65v		638	349^	412^ 209^	197^ 195^				LT	LT	45v 26v
	12.30 - 1.00							A	4.3 19	365	1197	110v 14v	120v 24v	50v 26v	39v 70v		1003	644^	729 293^	222^ 244^				LT	LT	74v 52v
	1.00 - 1.30							A	3.8 21	323	861	319^ 87v	319^ 133v	248^ 248^	130v 71v		409^ 112v	127v 99v	154^ 260^				LT	LT	133v 111v	
	1.30 - 2.00							A	2.8 19	238	756^	210v 47v	210v 47v	139v 139v	92v 71v		382^ 59v	59v 25v	248^ 323^				LT	LT	164v 139v	
CBS NCAA BSKBL CHMP FR 2(S)																										
2 FRI.	12.30A	119				203		A	3.9 19	331	1130	233^ 87v	315^ 84v	167v 155v	148v 130v		815	417^	673^ 583^	356^ 142v				LT	LT	LT LT
	12.30 - 1.00					99		A	4.7 17	399	1163	258^ 155v	288^ 30v	112v 112v	168^ 146v		875	431^	646 578^	364^ 229^				LT	LT	LT LT
	1.00 - 1.30							A	4.2 19	357	1151	228^ 107v	306^ 79v	165v 114v	145v 113v		845	461^	756 656^	384^ 89v				LT	LT	LT LT
	1.30 - 2.00							A	3.3 19	280	1211	193v 50v	314^ 122v	208^ 208v	132v 106v		897	478^	782^ 586^	398^ 115v				LT	LT	LT LT
	2.00 - 2.30							A	3.3 23	280	1004	236^ LT	372^ 136v	203v 203v	136v 169v		632^ 292^	525^ 518^	279^ 107v				LT	LT	LT LT	
CBS NCAA BSKBL POST-THUR.(S)																										
2 THU.	1.37A	23				197		A	1.8 13	153	529^	340v LT	340v LT	209v 209v	209v 131v		189v	LT	LT	LT	39v 189v			LT	LT	LT LT
CBS NCAA BSKBL POST-FR.(S)																										
2 FRI.	2.29A	6				191		A	2.0 16	170	1059^	324v LT	330v LT	183v 183v	229v 147v		729^ 387^	629^ 629^	242v 100v				LT	LT	LT LT	
CBS NEWS NIGHTWATCH-1																										
1 WTHSU	2.00A	30				114	64 58	A	1.1 11	93	1011	366^ 140v	398^ 215^	291^ 237^	76v 107v		613^ 290^	355^ 333^	301^ 194^				LT	LT	LT LT	
2 M-THSJ	2.00A	30				62	57	B	1.2 13	102	894	415 185	457 130	269 264	250 138		429 183	268 246	201 133				LT	LT	LT LT	
CBS NEWS NIGHTWATCH-2																										
						20	76 76	A	1.0 13	85	706^	247^ 95v	294^ 94v	177v 236^	142v 58v		412^ 95v	271^ 283^	317^ 129v				LT	LT	LT LT	
M-THSU 2.30A 30 CBS N																										
						69	70	B	1 0 13	85	747	259 129	329 100	206 247	182 76		418 130	247 241	259 153				LT	LT	LT LT	
CBS NEWS NIGHTWATCH-3																										
1 M-THSU	3.00A	180				20	100 100	A	1.0 20	85	659^	283^ 201^	318^ 165v	224^ 154v	83v 70v		341^ 153v	224^ 189^	188^ 117v				LT	LT	LT LT	
1 TUE.	3.00A	120				87	87	B	1.0 20	85	677	282 194	312 129	230 200	142 LT		365 129	217 188	188 142				LT	LT	LT LT	
2 M-THSU	3.00A	180						A	1.1 18	93	817	312^ 258^	376^ 129v	215^ 280^	151v 96v		441^ 151v	269^ 269^	290^ 172v				LT	LT	LT LT	
	3.00 - 3.30							A	1.0 19	85	847	353^ 212^	353^ 95v	177^ 247^	152v 106v		494^ 177v	283^ 283^	317^ 211v				LT	LT	LT LT	
	3.30 - 4.00							A	1.0 20	85	765	318^ 176^	318^ 141v	248^ 201^	107v 70v		447^ 247^	306^ 236^	200^ 141v				LT	LT	LT LT	
	4.00 - 4.30							A	1.0 21	85	741	365^ 212v	365^ 212^	206^ 188^	94v 59v		376^ 176v	259^ 200^	200^ 117v				LT	LT	LT LT	
	4.30 - 5.00							A	1.0 23	85	494^	200^ 200^	259^ 200^	270^ LT	LT 59v		235^ 141v	176^ 117v	34v 59v				LT	LT	LT LT	
	5.00 - 5.30							A	1.0 22	85	376^	212^ 200^	282^ 200^	200^ LT	LT 82v		94v LT	94v LT	LT LT				LT	LT	LT LT	
	5.30 - 6.00							A	1.0 11	85	1306^	659v 236v	659v LT	LT 236v	447v 423v		647^ 200v	270v 94v	70v 377v				LT	LT	LT LT	
CBS NIGHTWATCH-1(B)																										
1 TUE.	2.00A	30				49		A	6.4 13	543	1125	645 302v	707 57v	308^ 363^	410^ 344^		381^ 94v	132^ 177^	164^ 204v				18v LT		19v 13v	
CBS NEWS SPECIAL REPORT(S)																										
1 MON.	11.30P	30				197		A	6.4 13	543	1125	645 302v	707 57v	308^ 363^	410^ 344^		381^ 94v	132^ 177^	164^ 204v				18v LT		19v 13v	
CBS SUNDAY NEWS-OSGOOD																										
SUN.	11.00P	15				25	138 138	A	5.8 12	492	1614	947 250v	902 235^	435 455	409 392		630 225^	384 291	288 233v				36v 17v		46v 23v	
						73	73	B	5.8 12	492	1331	711 272	738 185	367 378	383 370		531 172	300 284	259 207				40 20		22 15	
DAVID LETTERMAN I																										
1 MON.	12.34A	30				95	192 191	A	3.4 17	283	1180	509 228	554 267	360 290	197^ 138^		585 301	412 305	233 162v				31v LT		LT LT	
1 TU-TH	12.30A	30				99	38	B	3.7 18	314	1282	527 186	578 240	336 286	241 170		632 361	478 334	212 127				42 LT		30 LT	
2 M-W	12.30A	30																								
2 THU.	1.00A	30																								
DAVID LETTERMAN II																										
1 M-W	1.04A	30				95	192 130	A	2.7 18	229	1144	515 201	553 343	429 222^	105^ 127^		572 309	397 249^	193^ 175^				LT LT		LT LT	
						33	33	B	2.9 13	233	1237	433 182	538 246	335 256	217 145		627 373	483 325	204 117				30 LT		LT LT	
CONT'D																										

[illegible]



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																										
															MEN					TEENS (12-17)					CHILDREN (2-11)																
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11													
LATE FRINGE CONT'D																																									
TONIGHT SHOW-CONT'D																																									
11.30 12.00																		A	7.0	20	594	1365	635	216	696	236	352	355	279	263	591	238	368	321	268	183	38^	10^	40^	35^	
12.00 12.30																		A	5.9	21	501	1307	625	227	692	275	375	332	248	249	551	275	385	281	208	150	46^	12^	18^	18^	
12.30 - 1.00																		A	5.6	24	475	1023	542	93^	615	236^	282^	288^	200^	213^	305^	130^	231^	231^	135^	74^	80^	23^	23^	23^	23^
•WEEKDAY DAYTIME																																									
ABC AFTERSCHOOL SPECIAL(S)																		199	A	6.1	18	518	1473	581	249^	775	304^	533	384^	347^	242^	150^	40^	69^	67^	67^	43^	214^	177^	334^	259^
2 WED. 4.00P 60 ABC FV																		98	A	5.6	18	475	1448	615	291^	832	331^	588	398^	373^	244^	126^	LT	33^	80^	80^	46^	185^	155^	305^	250^
4.00 - 4.30																		A	6.6	18	560	1484	550	209^	723	281^	484	369^	323^	239^	166^	72^	96^	57^	57^	37^	238^	196^	357^	265^	
4.30 - 5.00																																									
ABC DAYTIME NEWSBRIEF-M F																		120	A	7.8	27	662	1285	785	262	890	429	596	501	364	223	179	98	112	74^	31^	65^	60^	56^	156	64^
M F 2.58P 1 ABC N																		99	B	8.1	27	688	1298	801	232	899	445	636	490	350	219	223	101	131	95	57	86	69	58	107	37
ABC WORLD NEWS-MORN-615A																		120	A	1.7	17	144	882	458	271^	479	125^	417^	402^	354^	49^	306^	146^	222^	222^	90^	84^	LT	LT	76^	76^
M-F 6.15A 15 ABC N																		78	B	1.5	16	127	1137	544	279	574	179	400	377	298	140	438	114	276	282	259	140	46	LT	79	72
ABC WORLD NEWS MORN 645A																		120	A	2.8	18	238	1349	765	383	857	344	656	584	441	167^	251^	88^	134^	126^	101^	117^	93^	46^	148^	59^
M-F 6.45A 15 ABC N																		93	B	2.5	18	212	1330	652	276	699	222	488	483	387	155	445	134	263	268	242	155	72	42	114	74
ALL MY CHILDREN																		114	A	7.6	26	645	1301	839	266	958	501	682	555	329	217	186	92^	129	112	55^	55^	47^	47^	110	33^
M-F 1.00P 60 ABC DD																		99	B	8.1	26	688	1371	869	258	976	507	706	528	344	222	240	123	161	116	67	76	49	39	106	24
1.00 1.30																		A	7.2	25	611	1290	838	253	950	490	665	546	329	224	182	93^	127	111	53^	53^	50^	50^	108	29^	
1.30 - 2.00																		A	8.0	27	679	1302	834	274	957	509	690	556	325	211	189	93	132	110	54^	55^	47^	47^	109	35^	

ANOTHER WORLD			117	201	201	A	5.1	18	433	1372	859	181	978	299	513	467	393	441	187	37^	68^	60^	105^	106^	84^	80^	123^	65^
M-F	2.00P	60 NBC DD	99	98		B	5.6	19	475	1383	894	176	986	319	513	430	423	439	242	87	107	86	96	116	50	41	105	38
2.00 - 2.30						A	5.2	18	441	1363	851	190	973	304	514	462	387	436	192	38^	70^	58^	105^	109^	77^	73^	121^	61^
2.30 - 3.00						A	5.0	18	425	1360	860	167	976	288	507	469	398	445	170	30^	56^	52^	97^	102^	92^	88^	122^	66^
AS THE WORLD TURNS			122	205	206	A	6.7	23	569	1149	780	128	862	241	389	341	318	426	195	56^	77^	75^	74^	96^	20^	LT	72^	28^
M-F	1.30P	60 CBS DD	99	99		B	7.1	23	603	1205	802	111	880	228	386	344	353	444	226	50	89	81	103	121	33	16	66	22
1.30 - 2.00						A	6.6	22	560	1155	762	116	840	218	369	343	319	426	208	56^	85^	80^	83^	102^	28^	LT	79^	28^
2.00 - 2.30						A	6.8	24	577	1139	796	137	880	261	405	338	317	425	180	53^	66^	66^	65^	93^	11^	11^	68^	29^
BODY LANGUAGE			120	104	104	A	2.6	8	221	1371	769	145^	874	268^	435	357	356	403	254^	51^	110^	126^	130^	122^	57^	22^	186^	32^
M-F	4.00P	30 CBS PV	55	55		B	2.8	8	238	1302	738	190	846	243	384	329	334	410	296	59	136	139	151	142	54	28	106	45
CAPITOL			122	195	197	A	5.7	20	484	1196	773	144	858	267	443	349	321	376	194	54^	66^	64^	80^	107^	63^	30^	81^	38^
M-F	2.30P	30 CBS DD	95	95		B	5.9	20	501	1205	763	121	853	236	395	342	359	407	219	49	88	79	107	119	56	27	77	27
CBS EARLY MORNING NEWS			125	142	142	A	1.6	15	136	801	426^	125^	434^	103^	162^	235^	191^	199^	367^	37^	66^	139^	161^	228^	LT	LT	LT	LT
M-F	6.30A	30 CBS N	89	89		B	1.6	16	136	1091	465	188	477	90	234	268	289	184	550	152	258	294	254	232	LT	LT	LT	LT
CBS MORNING NEWS 1			125	202	202	A	3.5	15	297	1155	656	209	670	115^	330	327	380	296	377	41^	131^	111^	165^	239	37^	LT	71^	20^
M-F	7.30A	30 CBS N	99	99		B	3.3	16	280	1148	596	176	620	116	312	318	319	268	448	67	177	167	203	260	28	LT	52	29
CBS MORNING NEWS 2			125	202	202	A	3.6	15	306	1255	699	137^	761	160^	339	316	324	363	357	98^	155^	134^	112^	196^	26^	LT	111^	26^
M-F	8.30A	30 CBS N	99	99		B	3.7	16	314	1110	629	118	669	120	275	278	313	342	363	70	136	128	144	211	21	LT	57	21
CBS SCHOOLBREAK SPECIALS(S)			189			A	5.7	16	484	1506	643	198^	724	218^	354^	261^	326^	340^	255^	60^	113^	113^	145^	142^	234^	138^	295^	206^
2 TUE. 4.30P			60 CBS CL	91		A	5.4	16	458	153^	690	179^	769	219^	411^	320^	378^	329^	240^	49^	85^	85^	151^	155^	229^	137^	299^	219^
4.30 - 5.00						A	6.0	16	509	1466	596	215^	673	217^	297^	202^	271^	345^	265^	69^	141^	141^	141^	124^	238^	137^	290^	194^
5.00 - 5.30																												
DAYS OF OUR LIVES			117	207	207	A	7.0	24	594	1461	883	241	1006	403	600	486	362	384	295	98^	158	114	140	118	77^	68^	83^	49^
CONT'D																												

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)															
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49			25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11												
WEEKDAY DAYTIME CONT'D																																									
DAYS OF OUR LIVES-CONT D																																									
M-F		1.00P	60	NBC	DD	99	99	B	7.2	23	611	1398	842	212	942	341	524	439	399	374	308	110	146	113	123	141	66	55	82	33											
		1.00 - 1.30						A	6.8	23	577	1470	878	235	1008	407	599	484	359	388	306	101^	160	118	146	125	76^	64^	80^	47^											
		1.30 - 2.00						A	7.3	25	620	1411	869	232	988	395	594	482	357	372	266	86^	142	107	125	106	74^	65^	83^	49^											
FAMILY FEUD														113	183	182	A	3.3	14	280	1118	780	260	801	290	447	443	379	311	190^	80^	116^	86^	60^	88^	41v	35v	86^	35v		
M-F		11.30A	30	ABC	QP	89	89	B	3.3	13	280	1322	791	202	868	385	537	418	308	288	298	142	178	144	94	100	53	35	103	40											
GENERAL HOSPITAL														114	204	205	A	8.5	28	722	1265	747	241	845	391	562	454	336	225	164	76^	98	61^	45^	63^	135	119	121	82^		
M-F		3.00P	60	ABC	DD	99	99	B	9.1	28	773	1335	800	224	896	434	626	475	345	227	220	96	131	95	69	85	118	103	101	53											
		3.00 - 3.30						A	8.3	28	705	1235	743	226	832	389	547	451	325	222	169	79^	98	61^	45^	68^	121	107	113	75^											
		3.30 - 4.00						A	8.7	28	739	1275	748	250	853	389	575	457	346	225	154	70^	91	56^	43^	60^	145	129	123	85											
GOOD MORNING, AMERICA-730														120	204	204	A	5	2	23	441	1265	766	270	807	239	520	491	436	242	326	65^	158	166	181	157	73^	45^	59^	11v	
M-F		7.30A	30	ABC	N	99	99	B	4	9	23	1299	727	221	747	250	435	421	346	255	388	82	178	179	209	188	59	23	105	54											
GOOD MORNING, AMERICA-830														120	202	202	A	5.3	22	450	1140	747	175	777	222	444	416	414	291	285	70^	136^	131^	122^	140	18v	18v	60^	LT		
M-F		8.30A	30	ABC	N	99	99	B	5.5	23	467	1220	766	166	790	228	414	394	380	326	352	89	157	145	157	182	16	LT	62	20											
GUIDING LIGHT														121	204	206	A	7.4	24	628	1301	734	188	876	247	467	409	376	376	199	54^	69^	63^	73^	110	137	81^	89^	54^		
M-F		3.00P	60	CBS	DD	99	99	B	7.5	24	637	1300	763	149	865	219	412	362	391	408	210	45	85	78	101	112	133	73	92	45											
		3.00 - 3.30						A	7.2	24	611	1288	732	180	888	252	476	416	372	381	192	55^	67^	60^	66^	106	125	69^	83^	50^											
		3.30 - 4.00						A	7.6	24	645	1302	731	189	862	243	457	403	375	370	205	54^	73^	69^	81^	110	144	92^	91^	55^											
LOVING														114	188	188	A	4.0	15	340	1176	743	231	870	390	520	432	318	274	214	91^	114^	96^	64^	94^	36v	36v	56^	17v		
M-F		12.30P	30	ABC	DD	95	95	B	4.2	15	357	1317	784	226	890	440	619	451	330	230	256	110	134	87	63	118	46	35	125	19											
NBC NEWS AT SUNRISE														120	179	179	A	2.3	17	195	1287	651	231^	651	108^	307^	385	436	241^	591	165^	263^	365	343	216^	LT	LT	25v	LT		
M-F		6.30A	30	NBC	N	95	95	B	2.0	16	170	1258	674	233	685	111	357	409	431	250	509	153	308	304	262	170	LT	LT	36	LT											
NBC NEWS DIGEST-DAYTIME														71	197	197	A	4.2	15	357	1325	821	165^	930	289	483	448	351	425	159^	28v	53^	47^	92^	98^	101^	97^	135^	72^		
M-F		2.57P	1	NBC	N	97	97	B	4.6	15	391	1368	881	167	973	329	521	450	415	415	220	75	93	72	89	113	55	44	120	45											
NEWSBREAK-11.57														123	182	181	A	6.4	26	543	1366	659	120	780	225	382	297	321	370	331	108^	170	132	116	160	78^	54^	177	54^		
M-F		11.57A	2	CBS	N	86	85	B	7.3	28	620	1247	652	137	750	208	341	297	309	370	341	84	149	124	128	183	36	17	120	39											
NEWSBREAK-3.57														121	186	185	A	5.9	18	501	1327	739	212	871	262	474	399	367	368	218	61^	78^	69^	76^	125	150	101^	88^	61^		
M-F		3.57P	2	CBS	N	91	91	B	6.2	19	526	1284	755	157	854	225	398	344	366	408	215	44	85	82	107	116	118	63	97	53											
ONE LIFE TO LIVE														115	204	205	A	6.9	24	586	1278	782	278	896	429	599	498	365	225	200	111	133	83^	31^	62^	59^	58^	123	54^		
M-F		2.00P	60	ABC	DD	99	99	B	7.4	25	628	1299	822	251	927	466	662	514	357	218	221	104	132	95	52	83	59	50	92	29											
		2.00 - 2.30						A	6.7	24	569	1290	785	286	907	440	607	501	360	228	208	114	141	89^	34^	61^	57^	57^	118	50											
		2.30 - 3.00						A	7	0	25	594	1264	788	273	896	425	596	500	370	227	186	108	125	77^	24v	58^	56^	55^	126	59^										
PRESS YOUR LUCK														121	170	171	A	4	8	20	408	1248	628	142^	748	180	315	292	348	380	314	93^	191	161	140^	116^	34v	24v	152	67^	
M-F		10.30A	30	CBS	QP	84	84	B	5	0	20	1303	692	145	794	208	342	301	345	408	317	74	146	141	148	149	43	21	149	56											
PRICE IS RIGHT 1														122	207	207	A	7.1	29	603	1370	669	164	782	239	392	325	339	363	344	109	177	143	105	163	64^	35^	180	65^		
M-F		11.00A	30	CBS	AP	99	99	B	7.2	29	611	1270	653	143	755	209	333	291	310	384	341	85	151	135	129	174	34	14	140	46											
PRICE IS RIGHT 2														121	207	207	A	8	4	34	713	1325	638	133	749	202	334	278	314	383	354	109	170	132	107	182	61^	40^	161	54^	
M-F		11.30A	30	CBS	AP	99	99	B	8	9	35	756	1261	651	135	748	198	326	292	308	382	345	82	145	128	127	186	37	17	131	41										
RYAN'S HOPE														114	173	173	A	3	0	12	255	1275	689	184^	839	416	553	374	266	274	200^	63^	106^	67^	82^	86^	118^	59v	118^	51v	
M-F		12.00N	30	ABC	DD	93	93	B	3.3	12	280	1360	785	210	926	469	651	457	328	246	237	90	124	94	83	106	55	39	142	43											
SALE OF THE CENTURY														117	158	157	A	4	3	18	365	1290	728	150^	821	202	387	347	354	400	302	68^	134^	140^	129^	143^	36v	19v	131^	42^	
M-F		10.30A	30	NBC	QG	88	88	B	4.5	18	382	1290	732	121	800	221	372	307	315	389	302	87	140	130	113	143	58	31	130	50											

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. %	TOTAL PERSONS (2+)	LADY WORKING HOUSEWOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																														
SANTA BARBARA																														
M-F 3.00P 60 NBC DD 117 187 187																														
3.00 - 3.30																														
3.30 - 4.00																														
SCRABBLE																														
M-F 11.30A 30 NBC QG 117 199 199																														
95 95																														
SEARCH FOR TOMORROW																														
M-F 12.30P 30 NBC DD 118 150 149																														
74 74																														
SUPER PASSWORD																														
M-F 12.00N 30 NBC QG 117 139 139																														
69 69																														
TIME MACHINE																														
M-F 10.00A 30 NBC QG 54 141 138																														
85 85																														
TODAY SHOW 7.30AM																														
M-F 7.30A 30 NBC N 120 202 202																														
99 99																														
TODAY SHOW-8.30AM																														
M-F 8.30A 30 NBC N 120 202 202																														
99 99																														
TRIVIA TRAP																														
M-F 11.00A 30 ABC QP 114 182 183																														
88 89																														



2.00 - 2.30	A 7.1 22 603	1206 282^214^	350^130^ 167^ 59v	133^183^	751 281^ 500 458	342^198^	62v LT	43v	28v
2.30 - 3.00	A 7.8 24 662	1255 203^148^	272^ 91v 116^ 46v	89v156^	887 369^ 620 524	405 207^	61v LT	35v	17v
3.00 - 3.30	A 7.6 23 645	1211 196^153^	263^ 88v 138^ 71v	88v125^	850 374^ 585 482	378^197^	78v 21v	20v	13v
3.30 - 4.00	A 8.0 24 679	1293 229^154^	313^105^ 170^103^	131^126^	851 341^ 561 490	411 216^	117^ 17v	12v	12v
4.00 - 4.30	A 9.2 26 781	1353 369 161^	381 98^ 213 195	212 133^	926 373 589 574	430 239	38v LT	8v	LT
4.30 - 5.00	A 12.8 34 1087	1483 408 191^	434 89^ 244 243	257 159^	1023 430 645 596	452 283	16v LT	10v	10v
5.00 - 5.30	A 12.7 33 1078	1570 405 201^	442 71^ 231 242	267 173^	1030 474 689 606	418 267	39v LT	59^	17v
5.30 - 6.00	A 14.7 34 1248	1454 345 189^	386 31v 158^207	262 179^	972 447 660 570	397 240	46v LT	50v	17v
CBS NCAA BSKBL CHAMP-SPEC(S) 206	A 9.5 24 807	1223 332 115^	345 71v 158^145^	202^159^	727 265^ 435 459	371 204^	104^ LT	47v	33v
1 SAT. 4.23P 127 CBS SE 99									
4.00 - 4.30	A 6.6 20 560	1225 198^ 63v	257^ 73v 116^ 91v	141^107v	811 298^ 516 523	417^188^	127^ LT	30v	18v
4.30 - 5.00	A 7.7 22 654	1306 256^ 83v	270^ 59v 130^116^	160^106^	832 291^ 526 539	444 199^	151^ LT	53v	41v
5.00 - 5.30	A 8.4 22 713	1160 294^103^	306^ 71v 136^123^	170^140^	726 286^ 432 448	339^203^	109^ LT	19v	19v
5.30 - 6.00	A 10.8 27 917	1156 331 115^	347 64v 139^135^	199^173^	716 273 427 437	346 211^	74^ LT	19v	19v
6.00 - 6.30	A 11.7 26 993	1292 434 160^	445 91^ 223^204^	270 203^	660 218^ 372 425	368 211^	92^ LT	95^	54v
CBS NCAA BSKBL CHMP-SP-1(S) 208	A 7.6 22 645	1225 237^ 78v	265^ 74v 130^121^	82v135^	859 337^ 542 510	369^244^	11v LT	90v	90v
1 SUN. 12.00N 122 CBS SE 99									
12.00 - 12.30	A 5.7 17 484	1349 297^116v	340^110v 188^170^	114v152^	883 392^ 603 535	357^213^	LT LT	126v	126v
12.30 - 1.00	A 6.9 21 586	1333 281^113^	320^100v 172^164^	103v148^	914 402^ 607 525	358^238^	LT LT	99v	99v
1.00 - 1.30	A 8.2 23 696	1204 214^ 48v	241^ 66v 108^103^	49v133^	862 332^ 538 499	350^263^	15v LT	86v	86v
1.30 - 2.00	A 9.3 25 790	1106 196^ 64v	208^ 54v 85^ 78v	62v123^	825 284^ 482 486	389 266^	24v LT	49v	49v
2.00 - 2.30	A 5.5 15 467	1103 175^ 35v	190^ 26v 99v 99v	126v 91v	796 180^ 430^595	512^201^	31v LT	86v	86v
CBS NCAA BSKBL CHMP-SP-2(S) 207	A 8.0 22 679	1292 392 213^	419 97^ 258^264^	252^145^	785 228^ 480 562	422 219^	41v LT	47v	47v
1 SUN. 2.07P 135 CBS SE 99									
2.00 - 2.30	A 7.8 23 662	1272 339^165^	387 92v 254^226^	215^133^	817 228^ 486 598	451 219^	14v LT	54v	54v
2.30 - 3.00	A 7.5 21 637	1262 354^202^	398 79v 253^230^	234^145^	797 234^ 472 569	425 228^	23v LT	44v	44v
3.00 - 3.30	A 7.0 20 594	1333 452 255^	468 98v 296^296^	284^172^	783 246^ 492 539	398^228^	32v LT	50v	50v
CONT'D									

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11												
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	MEN 18- 49	25- 54	35- 64	55+												
WEEKEND DAYTIME CONT'D																																					
CBS NCAA BSKBL CHM-CONT'D																																					
3.30 - 4.00														A	8.4	23	713	1292	408	232^	422	108^	271^	271^	244^	151^	756	220^	474	549	408	207^	64^	LT	50^	50^	
4.00 - 4.30														A	9.8	26	832	1298	394	197^	408	100^	208^	285^	270^	123^	777	213^	475	572	440	205^	73^	LT	40^	40^	
CBS NCAA BSKBL CHMP-SP-3(S)														207																							
1 SUN. 4.21P 159 CBS SE														99	A	8.7	20	739	1407	315^	176^	388	93^	197^	224^	239^	144^	880	275^	530	639	474	208^	59^	13^	80^	60^
4.00 - 4.30														A	7.6	20	645	1260	346^	177^	373^	98^	201^	251^	230^	122^	779	227^	483	580	426	199^	23^	LT	85^	39^	
4.30 - 5.00														A	7.5	20	637	1300	290^	176^	354^	80^	192^	245^	227^	109^	858	261^	551	655	468	203^	LT	LT	88^	66^	
5.00 - 5.30														A	8.0	20	679	1368	316^	165^	373	66^	199^	249^	257^	124^	920	247^	560	727	557	193^	LT	LT	75^	45^	
5.30 - 6.00														A	9.2	22	781	1407	289^	147^	348	67^	158^	201^	236^	139^	913	266^	536	659	528	212^	49^	LT	97^	53^	
6.00 - 6.30														A	9.5	20	807	1486	336	205^	428	122^	224^	226^	240^	155^	885	308^	534	608	435	208^	113^	38^	60^	60^	
6.30 - 7.00														A	9.5	19	807	1488	339	195^	432	118^	203^	205^	236^	192^	860	308	495	578	412	224^	115^	24^	81^	81^	
CBS NCAA BSKBL CHMP-SPC-1(S)														207																							
2 SUN. 1.51P 124 CBS SE														99	A	10.3	28	874	1505	330	74^	358	77^	160^	190^	208^	147^	996	486	746	733	420	152^	64^	23^	87^	54^
1.30 - 2.00														A	8.8	25	747	1554	386	79^	386	63^	189^	232^	265^	154^	976	521	800	766	354	132^	48^	28^	144^	97^	
2.00 - 2.30														A	10.3	29	874	1561	366	105^	376	65^	175^	218^	227^	158^	1042	523	836	823	433	133^	44^	21^	99^	60^	
2.30 - 3.00														A	9.8	27	832	1442	352	85^	382	85^	175^	203^	214^	154^	933	449	684	695	400	139^	53^	22^	74^	49^	
3.00 - 3.30														A	10.7	28	908	1501	305	55^	357	93^	154^	168^	189^	147^	971	459	695	671	423	168^	73^	19^	100^	58^	
3.30 - 4.00														A	11.0	28	934	1494	280	54^	311	66^	128^	157^	188^	129^	1039	504	753	725	441	175^	85^	29^	59^	38^	
CBS NCAA BSKBL CHMP-SPC-2(S)														209																							
2 SUN. 3.55P 125 CBS SE														99	A	11.9	28	1010	1676	394	184^	446	144^	248	269	220^	147^	1014	493	758	677	419	174^	119^	22^	97^	23^
4.00 - 4.30														A	11.0	28	934	1562	353	109^	375	123^	195^	203^	189^	130^	967	439	753	686	442	144^	102^	27^	118^	24^	

4.30 - 5.00									A 11.2 27	951	1641	374 141^	391 135^	218^236^	193^127^	1044 543	819 724	404 146^	87^ 25^	119^ 19^
5.00 - 5.30									A 11.9 28	1010	1713	406 226^	481 168^	295 316	228^138^	1064 555	803 701	402 182^	114^ 21^	54^ 17^
5.30 - 6.00									A 13.6 30	1155	1810	451 267	539 157^	295 322	266 192^	996 442	673 612	429 225	171^ 17^	104^ 30^
DRAGON'S LAIR																				
SAT.	10 00A	30	ABC CA	25	199 200	A 4.1 14	348	1549	195^137^	307^192^	235^151^	95^ 48^	232^133^	212^169^	79^ 20^	155^ 78^	855 463			
					98 98	B 4.8 16	408	1668	268 94	315 169	232 170	100 75	247 138	198 135	84 44	236 97	870 492			
DUNGEONS AND DRAGONS																				
SAT.	9.30A	30	CBS CA	20	197 198	A 5.7 20	484	1771	213^ 97^	225^124^	156^143^	71^ 57^	262 168^	191^154^	71^ 71^	323 130^	961 506			
					98 98	B 5.8 21	492	1729	277 110	312 166	224 171	95 76	220 120	173 151	81 38	302 122	895 470			
FACE THE NATION																				
SUN.	10.30A	30	CBS CC	24	113 158	A 2.7 10	229	1441	577 210^	603 139^	205^257^	240^346^	641 112^	260^232^	411^362^	140^ 17^	57^ 31^			
					79 89	B 3.1 10	263	1246	538 194	566 125	207 219	219 317	573 172	238 292	284 249	39 17	68 48			
GET ALONG GANG																				
SAT.	8.30A	30	CBS CA	26	204 204	A 4.7 20	399	1617	262^ 43^	307^113^	218^183^	163^ 81^	115^ 57^	97^110^	53^ 17^	122^ 72^	1073 609			
					98 99	B 4.4 21	374	1591	264 69	290 140	188 149	94 90	183 64	115 110	86 60	151 88	967 558			
INCREDIBLE HULK																				
SAT.	12.30P	30	NBC CA	12	141 138	A 3.8 12	323	2015	321^145^	389^191^	278^284^	158^105^	415 223^	334^234^	119^ 73^	289^ 71^	922 521			
					79 79	B 4.2 13	357	1732	286 111	310 165	225 197	128 71	367 208	284 211	105 64	174 49	881 426			
IN THE NEWS-																				
1 SAT.	8.26AM			26	191 189	A 3.9 19	331	1523	242^ 24^	284^ 99^	238^205^	185^ 37^	139^ 31^	121^139^	108^ 17^	36^ 17^	1064 622			
2 SAT.	8.27A	2	CBS CN	94 94	B 3.4 19	289		1465	229 72	254 105	156 125	91 84	207 84	130 128	92 69	101 61	303 511			
	8.26A	3																		
IN THE NEWS-																				
1 SAT.	8.56AM			26	204 204	A 5.4 22	458	1561	256^ 44^	293 107^	210^181^	158^ 75^	120^ 64^	100^111^	47^ 17^	104^ 65^	1044 582			
2 SAT.	8.57A	2	CBS CN	98 99	B 4.8 22	408		1580	261 66	286 139	185 144	90 90	177 60	112 108	84 57	154 94	963 546			
	8.56A	3																		
IN THE NEWS-																				
1 SAT.	9.56AM			20	197 198	A 5.2 18	441	1723	194^114^	214^124^	138^133^	47^ 60^	277^188^	212^171^	77^ 65^	257^ 88^	975 537			
2 SAT.	9.57A	2	CBS CN	98 98	B 5.4 19	458		1634	281 116	317 166	225 165	95 77	222 124	172 146	77 40	265 107	830 437			
	9.56A	3																		

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																										
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																	
												TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																
WEEKEND DAYTIME CONT'D																																									
IN THE NEWS-11.26AM														18	186	192	A	5.4	18	458	1668	410	250^	429	312	332	205^	59^	97^	423	262^	368	268^	106^	55^	189^	107^	627	260^		
1 SAT. 11.27A														2	CBS	CN	95	96	B	5.4	18	458	1613	370	226	450	230	319	222	134	112	358	224	279	203	97	73	209	83	596	309
2 SAT. 11.26A														3																											
IN THE NEWS-11.56AM														22	171	177	A	4.2	14	357	1782	362	254^	452	295^	322^	178^	77^	130^	436	210^	376	303^	166^	60^	192^	163^	702	409		
1 SAT. 11.57A														2	CBS	CN	93	93	B	4.2	14	357	1676	422	187	506	243	343	236	154	146	348	189	264	201	121	75	167	76	655	387
2 SAT. 11.56A														3																											
KIDD VIDEO														26	189	192	A	6.4	22	543	2236	428	120^	532	275	396	327	185^	114^	324	123^	197^	159^	138^	87^	504	354	876	467		
SAT. 11.00A														30	NBC	CA	96	97	B	6.9	24	586	1725	330	103	366	223	285	187	113	69	212	131	162	119	57	40	285	173	862	508
LAS VEGAS INVITATIONAL-SA(S)														176			A	3.5	9	297	1421	450^	77^	454^	77^	165^	165^	192^	289^	727^	263^	351^	330^	226^	376^	LT	LT	240^	186^		
2 SAT. 5.00P														60	NBC	SE	92		A	3.2	8	272	1305	438^	74^	438^	74^	158^	158^	172^	280^	668^	245^	334^	334^	188^	334^	LT	LT	199^	143^
5.00 - 5.30																	A	3.8	9	323	1432	459^	81^	459^	80^	168^	168^	201^	291^	763^	271^	358^	326^	254^	405^	LT	LT	270^	220^		
5.30 - 6.00																	A																								
LAS VEGAS INVITATIONAL-SU(S)														184			A	3.7	10	314	1685	565^	160^	619^	144^	203^	139^	188^	405^	733^	255^	523^	532^	382^	182^	62^	59^	271^	210^		
2 SUN. 2.30P														125	NBC	SE	96		A	3.2	9	272	1831	584^	173^	584^	216^	245^	110^	170^	339^	831^	302^	659^	582^	459^	172^	140^	140^	276^	203^
2.30 - 3.00																	A	3.4	9	289	1844	566^	187^	621^	162^	190^	160^	162^	400^	749^	257^	579^	607^	422^	142^	139^	139^	335^	232^		
3.00 - 3.30																	A	3.8	10	323	1693	542^	189^	625^	163^	195^	140^	130^	430^	779	266^	547^	572^	396^	207^	LT	LT	289^	215^		
3.30 - 4.00																	A	4.3	11	365	1414	551^	110^	606^	46^	170^	124^	250^	436^	605^	199^	362^	415^	289^	190^	LT	LT	203^	203^		
4.00 - 4.30																																									
LITTLES														26	193	194	A	5.3	18	450	1502	283	72^	376	212^	238^	154^	98^	117^	176^	122^	163^	149^	41^	13^	306	197^	644	294		

SAT. 11.30A 30 ABC CA 94 94										B 5.8 19 492	1676 333 111	414 231 311 208 142 91	229 127 176 149 76 40	232 130	801 435
MEET THE PRESS 24 162 177										A 2.7 9 229	1166 440^ 78^	445^ 21^ 73^ 70^ 184^372^	578 62^ 145^140^ 310^390^	74^ 66^ 69^	LT
SUN. 12.30P 30 NBC CC 95 96										B 3.2 10 272	1272 522 137	546 87 161 162 220 348	571 122 231 236 281 293	26 LT 129	81
MIGHTY ORBOTS 26 200 199										A 4.8 18 408	1907 210^ 52^	229^109^ 185^141^ 97^ 40^	301^185^ 259^253^ 74^ 42^	313 117^	1064 699
SAT. 9.00A 30 ABC CA 99 99										B 4.8 19 408	1748 220 76	252 110 175 128 93 72	229 131 178 122 65 51	236 67	1031 672
MR. T 26 189 191										A 5.7 19 484	2029 426 115^	495 203^ 318 254^ 199^158^	408 215^ 280 205^ 106^101^	339 169^	787 460
SAT. 11.30A 30 NBC CA 97 98										B 6.3 21 535	1712 353 93	376 202 261 187 123 104	279 159 197 149 79 62	224 102	833 445
MUPPET BABIES 26 201 201										A 6.6 25 560	1579 246 54	248 82^ 184^196^ 145^ 52^	101^ 35^ 79^ 79^ 55^ 22^	196^105^	1034 492
SAT. 9.00A 30 CBS CA 97 98										B 6.2 25 526	1718 257 89	304 163 211 169 86 79	156 69 117 106 74 31	217 109	1041 580
NCAA TOURNAMENT TODAY-SAT(S) 205										A 6.0 19 509	1446 457^ 71^	577 242^ 374^270^ 230^163^	742 328^ 503 443^ 308^188^	60^ LT	67^ 34^
2 SAT. 1.30P 20 CBS SC 99															
NCAA TOURNAMENT TODAY-SUN(S) 207										A 7.5 22 637	1403 359^102^	359^ 42^ 164^204^ 258^155^	884 459 709 669 310^136^	62^ 36^	98^ 82^
2 SUN. 1.30P 21 CBS SC 99															
NEW SCOOBY DOO MYSTERIES 24 200 201										A 4.5 15 382	1461 260^ 89^	325^157^ 225^142^ 147^ 70^	205^113^ 186^160^ 73^ 19^	159^ 44^	772 419
SAT. 10.30A 30 ABC CA 98 98										B 5.2 17 441	1697 291 97	345 197 255 168 102 80	264 142 202 151 90 47	226 107	862 456
ONE TO GROW ON-8:28AM 26 197 198										A 5.3 26 450	1567 298 85^	298 129^ 163^144^ 116^102^	205^ 25^ 74^175^ 161^ 30^	157^157^	907 543
SAT. 8.28A 2 NBC CN 97 97										B 4.2 24 357	1537 219 86	247 109 143 114 102 78	169 99 111 106 53 40	179 102	942 625
ONE TO GROW ON-8:58AM 26 200 197										A 5.4 23 458	1605 342 206^	342 138^ 232^159^ 151^ 77^	180^ 75^ 125^151^ 85^ 29^	214^167^	869 511
SAT. 8.58A 2 NBC CN 97 98										B 5.1 23 433	1647 278 120	318 163 234 177 127 62	209 113 138 131 66 55	200 104	920 578
ONE TO GROW ON-10:28AM 26 200 202										A 8.0 27 679	1944 377 69^	451 226 346 291 192 93^	286 148^ 201 169^ 95^ 58^	218 140^	929 499
SAT. 10.28A 2 NBC CN 98 99										B 9.0 31 764	1769 326 120	365 200 285 214 142 66	226 138 180 143 63 39	239 149	939 550



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1985 REPORT

PROGRAM NAME											AUDIENCE COMPOSITION																		
T/C NO. OF SEASON STATIONS PROGRAM COVERAGE											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK	START	DUR	PROG.	WK 1 WK 2		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM	CHILDREN (2-11) TOTAL 6-11							
#	DAY	TIME	NET	TYPE	WK 1		WK 2	AVG. AUD. %			AVG. SHARE %	0,000	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34			18-49	25-54	35-64	55+			
WEEKEND DAYTIME CONT'D																													
ONE	TO GROW ON-10:58AM	26	203	204	A	6.8	23	577	2028	334	66^	440	245	331	262	161^	83^	294	128^	185^	158^	113^	65^	323	179^	971	515		
	SAT. 10.58A	2	NBC	CN	98	98	B	8.1	27	688		1763	316	101		130	69	205	116	152	120	62	41	263	168	937	543		
ONE	TO GROW ON-12:28PM	25	153	157	A	4.7	15	399	2195	378	186^	461	237^	342	300^	138^	119^	307^	195^	237^	163^	49^	63^	525	198^	902	436		
	SAT. 12.28P	2	NBC	CN	83	84	B	5.0	16	425		1597	307	107		125	99	281	162	214	158	83	54	230	98	744	378		
PINK	PANTHER AND SONS	23	201	197	A	5.5	24	467	1576	312	122^	312	128^	194^	143^	137^	73^	163^	60^	107^	133^	84^	30^	221^	174^	880	548		
	SAT. 8.30A	30	NBC	CA	98	98	B	4.6	22	391		1647	259	106		114	62	205	111	139	135	69	48	216	104	933	614		
POLE	POSITION	6		130	A	3.7	12	314	1803	455^	86^	455^	175^	258^	283^	163^	172^	391^	167^	303^	190^	224^	88^	240^	175^	717^	344^		
	2 SAT. 1.00P	30	CBS	CA		61	B	4.0	12	340		1695	446	150		171	127	398	163	234	208	168	134	165	77	649	364		
PRO	BOWLERS TOUR	12	184	186	A	5.3	15	450	1536	473	151^	603	174^	260^	225^	204^	318^	576	169^	268^	280^	218^	285	139^	106^	218^	122^		
	1 SAT. 3.00P	90	ABC	SE	93	93	B	6.1	16	518		1386	517	131		232	284	611	192	309	308	265	265	84	42	124	76		
	2 SAT. 3.00P	94																											
	3.00 - 3.30				A	4.7	14	399	1419	444	165^	615	173^	261^	235^	210^	317^	521	145^	216^	236^	192^	272^	79^	60^	204^	103^		
	3.30 - 4.00				A	5.2	15	441	1503	476	118^	601	182^	268^	232^	201^	306^	593	187^	282^	290	210^	290	146^	113^	163^	109^		
	4.00 - 4.30				A	6.2	17	526	1610	501	173^	593	163^	256	219^	209^	324	581	164^	287	295	237^	275	177^	134^	259	144^		
PRYCR'S	PLACE	26	169	179	A	4.6	15	391	1795	321^	252^	426	277^	307^	186^	73^	119^	408	174^	350	289^	176^	58^	197	160^	764	468		
	SAT. 11.30A	30	CBS	CL	92	94	B	4.5	15	382		1737	416	180		164	127	337	186	260	201	118	68	195	84	715	418		
SCARY	SCOOPY DOO FUNNIES	23	193	194	A	4.5	15	382	1576	143^	55^	235^	119^	139^	50^	55^	88^	215^	151^	199^	183^	48^	16^	246^	112^	880	453		
	SAT. 11.00A	30	ABC	CA	94	94	B	5.4	18	458		1634	298	97		113	70	230	124	178	141	80	42	194	102	838	446		
SATURDAY	SUPERCARDE	7		145	A	3.1	10	263	2076	559^	46^	616^	392^	452^	170^	73^	164^	426^	187^	251^	251^	122^	175^	246^	121^	788^	377^		

2 SAT.	12.00N	60	CBS	CA		71	B	3.7 11	314	1602	413 120	489 240	317 216	138 124	335 160	234 207	119 93	154 66	624 322
	12.00 - 12.30						A	2.9 9	246	1691	456 41	504 304	345 41	61 159	338 191	252 252	61 86	268 114	581 260
	12.30 - 1.00						A	3.4 11	289	2308	624 45	683 450	524 275	74 159	476 178	236 236	159 240	215 123	934 461
SCHOOLHOUSE	ROCK-8:25AM	26	190	191			A	3.8 19	323	1991	257 59	261 78	161 83	121 100	311 171	205 205	80 106	243 110	1176 529
	SAT.	8.25A	4	ABC	CN	96	97			B	3.2 18	272	1877	243 70	284 113	190 154	105 92	248 113	1120 700
SCHOOLHOUSE	ROCK-9:55AM	26	201	201			A	4.8 17	408	1772	213 90	243 75	176 177	147 44	297 154	272 239	118 25	270 94	962 535
	SAT.	9.55A	4	ABC	CN	99	99			B	4.9 17	416	1749	253 91	294 110	206 164	129 81	214 69	982 592
SCHOOLHOUSE	ROCK-10:25AM	26	199	200			A	3.8 13	323	1443	179 124	284 173	214 132	87 49	222 130	208 165	78 14	128 74	809 418
	SAT.	10.25A	4	ABC	CN	98	98			B	4.7 16	399	1633	271 93	317 170	232 167	102 76	221 98	850 468
SCHOOLHOUSE	ROCK-11:25AM	23	193	194			A	4.4 15	374	1492	132 54	220 108	121 41	48 91	222 165	206 190	41 16	224 109	826 423
	SAT.	11.25A	4	ABC	CN	94	94			B	5.2 17	441	1622	294 93	365 214	279 177	116 72	198 108	819 431
SHIRT TALES		26	191	192			A	3.6 19	306	1572	203 23	261 120	232 182	141 20	124 36	97 124	88 17	43 17	1144 699
	SAT.	8.00A	30	CBS	CA	94	95			B	2.9 18	246	1485	233 71	260 113	165 130	93 83	97 57	914 525
SMURFS I		26	201	203			A	6.5 25	552	1949	563 123	606 255	507 376	312 70	263 136	191 178	97 39	233 176	847 450
	SAT.	9.00A	30	NBC	CA	99	99			B	6.2 25	526	1732	339 122	378 197	289 215	153 63	203 127	914 550
SMURFS II		26	201	203			A	8.5 30	722	1940	468 101	522 227	432 353	258 72	271 149	201 196	103 37	218 154	929 525
	SAT.	9.30A	30	NBC	CA	99	99			B	8.5 31	722	1775	334 128	368 201	293 222	145 54	213 137	953 564
SMURFS III		26	201	203			A	8.9 30	756	1956	395 76	471 248	377 305	192 76	278 147	194 174	92 57	259 128	948 508
	SAT.	10.00A	30	NBC	CA	99	99			B	9.5 33	807	1793	329 120	366 207	293 225	138 55	235 149	968 568
SNORKS		23	198	199			A	4.6 24	391	1503	272 69	272 129	163 136	98 85	219 40	80 178	155 41	100 100	915 540
	SAT.	8.00A	30	NBC	CA	97	97			B	3.7 23	314	1602	222 83	250 105	136 118	108 81	188 105	991 682
SPIDERMAN	AND FRIENDS	20	153	157			A	4.8 16	408	2248	402 186	478 236	353 317	141 125	339 211	265 176	59 69	478 147	953 463
	SAT.	12.00N	30	NBC	CA	83	84			B	5.5 17	467	1651	303 101	336 176	237 201	121 89	232 95	789 407

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

SUNDAY MORNING	25	174	177	A	4.5	18	382	1243	604	219^	638	96^	188^269^	341	369	495	92^	235^253^	777^242^	45^	LT	65^	32^			
SUN. 9.00A 90 CBS N	95	96		B	4.8	20	408	1306	581	214	605	106	231	255	316	319	580	174	325	338	42	LT	79	35		
9.00 - 9.30				A	4.3	18	365	1277	646	229^	671	80^	186^302^	394	369	502	93^	253^272^	277^230^	36^	LT	68^	44^			
9.30 - 10.00				A	4.7	18	399	1238	614	241^	652	113^	211^280^	331	372	490	81^	241^256^	298^234^	19^	LT	77^	43^			
10.00 - 10.30				A	4.4	16	374	1233	569	193^	599	99^	168^227^	300^372		500	105^	219^238^	258^262^	75^	LT	59^	13^			
SUPERFRIENDS: SUPERPOWERS	26	195	195	A	4.5	19	382	1827	220^	39^	225^104^	146^	76^	73^	79^	291^139^	170^155^	79^121^	327^152^	984	524					
SAT. 8.30A 30 ABC CA	97	97		B	4.1	20	348	1837	223	62	261	105	180	138	101	79	230	121	173	141	77	54	274	120	1072	676
SUPERFRIENDS: SUPERPOWERS2	20	190	191	A	3.5	18	297	1933	228^	47^	232^	67^	150^	83^	110^	82^	305^164^	195^195^	89^110^	246^115^	1150	529				
SAT. 8.00A 30 ABC CA	96	97		B	2.9	18	246	1949	248	80	292	124	197	163	100	94	246	139	170	144	70	70	244	108	1167	744
THIS WEEK-DAVID BRINKLEY	22	181	175	A	3.7	12	314	1452	570	200^	583	153^	223^197^	150^339^		763	270^	376^227^	245^352^	16^	LT	90^	76^			
SUN. 11.30A 60 ABC N	95	95		B	4.1	12	348	1303	617	186	629	87	203	206	264	389	591	162	258	231	244	286	26	LT	57	39
11.30 - 12.00				A	3.4	11	289	1446	592	284^	619	177^	249^201^	165^342^		713	261^	360^251^	224^308^	LT	LT	101^	76^			
12.00 - 12.30				A	4.0	11	340	1118	535	118^	535	127^	191^188^	129^329^		793	271^	383	200^	260^386	14^	LT	76^	76^		
TURBO TEEN	26	201	201	A	4.9	18	416	1760	200^	87^	231^	70^	174^183^	141^	39^	296^148^	259^231^	111^	37^	262^	99^	971	557			
SAT. 9.30A 30 ABC CA	99	99		B	5.1	18	433	1760	258	96	296	114	211	169	129	78	246	125	199	143	95	45	206	71	1012	628
USFL FOOTBALL	5	156	169	A	4.5	12	382	1382	509	97^	513	141^	209^217^	262^236^		777	191^	387	311^	398	346	21^	LT	71^	31^	
1 SUN. 2.30P 181 ABC SE	85	87		B	5.7	15	484	1484	440	178	453	135	235	237	224	177	869	261	485	434	423	340	39	21	123	77
2 SUN. 2.30P 202				A	3.9	11	331	1100	315^	102^	321^	60^	82^115^	164^206^		685	97^	335^330^	410	325^	36^	LT	58^	27^		
2.30 - 3.00				A	4.5	12	382	1215	364	108^	364	107^	128^118^	171^207^		764	204^	379	294^	377	345	13^	LT	74^	15^	
3.00 - 3.30				A	4.4	12	374	1142	318^	54^	318^	61^	85^	56^	155^214^		749	160^	310^278^	398	380	30^	LT	45^	13^	
3.30 - 4.00				A	4.3	11	365	1433	529	117^	529	85^	188^233^	295^261^		836	261^	453	324^	403	328^	LT	LT	58^	25^	
4.00 - 4.30				A	5.0	13	425	1652	689	94^	689	245^	328	314	332	239^	887	259^	475	325	426	359	14^	LT	62^	26^
4.30 - 5.00				A	4.8	12	408	1525	659	98^	659	194^	292^278^	357	274^		767	165^	368	341	412	337	29^	LT	70^	30^
5.00 - 5.30				A	4.9	11	416	1909	882	113^	882	331^	525^640	431^242^		793	176^	428^351^	382^365^	LT	LT	234^	169^			



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. MAR. 11, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		16,730 19.7				18,680 22.0											
	ABC TV					HARDCASTLE & MCCORMICK				ABC MONDAY NIGHT MOVIE KICKS (SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{		13,240 15.6				11,210 13.2				13.8*				12.7*		12.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		24 14.9				21 14.0				21 14.0				21 12.9		22 12.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		16,730 19.7				19,020 22.4				18,930 22.3		18,590 21.9					
	CBS TV					SCARECROW & MRS. KING (SD)				KATE & ALLIE		NEWHART (SD)		CAGNEY & LACEY					
	AVERAGE AUDIENCE (Households (000) & %)	{		13,500 15.9				16,640 19.6				16,730 19.7		15,110 17.8		18.0*		17.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		24 15.3				24 16.6				30 20.3		30 19.3		30 20.0		31 17.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		21,820 25.7				24,540 28.9											
	NBC TV					TV BLOOPERS & PRAC. JOKES (SD)				MOST BEAUTIFUL GIRL-WORLD (9:00-11:04PM) (-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{		16,130 19.0				12,740 15.0				14.8*				14.8*		14.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		29 17.8				29 20.0				23 15.3				24 14.7		26 15.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		17,490 20.6				20,290 23.9											
	ABC TV					HARDCASTLE & MCCORMICK (SD)				ABC MONDAY NIGHT MOVIE THIS WIFE FOR HIRE (SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{		13,670 16.1				12,990 15.3				16.0*				15.0*		14.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		24 15.6				24 15.8				24 15.7				24 15.2		26 14.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		17,740 20.9				20,290 23.9				20,380 24.0		17,740 20.9					
	CBS TV					SCARECROW & MRS. KING (SUB-SD)				KATE & ALLIE		NEWHART (SD)		CAGNEY & LACEY					
	AVERAGE AUDIENCE (Households (000) & %)	{		14,520 17.1				18,000 21.2				18,080 21.3		14,600 17.2		17.6*		16.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		25 16.1				26 18.2				32 22.0		29 21.2		29 18.1		30 17.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		17,230 20.3				19,700 23.2											
	NBC TV					TV BLOOPERS & PRAC. JOKES (SD)				NBC MONDAY NIGHT MOVIES PRIVATE SESSIONS (SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{		13,500 15.9				12,850 14.9				14.9*				15.4*		14.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		23 14.7				24 16.4				22 14.7				25 15.2		26 15.1	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	61.5	62.5	63.9	65.0	65.2	65.8	66.5	67.7	67.5	67.1	66.0	64.8	61.9	60.1	58.6	57.0	
		WK 2	60.9	62.3	63.4	64.9	66.1	67.2	68.2	69.5	69.0	69.1	68.2	66.5	62.8	60.0	57.9	55.4	

U.S. TV Households: 84,900,000

For explanation of symbols See page A

EVE. MON. MAR. 18, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAR.12, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					14,350 16.9		15,030 17.7		14,600 17.2				12,740 15.0			
	ABC TV						THREE'S A CROWD (R)		WHO'S THE BOSS? (R)		MACGRUDER AND LOUD (SD)						MOONLIGHTING	
	AVERAGE AUDIENCE (Households (000) & %)	{					12,230 14.4		13,580 16.0		10,870 12.8				9,080 10.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					22 14.3		24 15.8		20 13.0		12.9* 20 *		12.8* 20 *		11.2* 19 *	10.1* 18 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					11,210 13.2		8,910 10.5		20,210 23.8							
	CBS TV						JEFFERSONS		ALICE (SD)						CBS TUESDAY NIGHT MOVIES SEDUCED (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,340 11.0		7,980 9.4		13,160 15.5							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					17 10.9		14 9.0		25 14.9		15.5* 24 *		15.7* 24 *		15.6* 26 *	15.2* 28 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					24,790 29.2				19,870 23.4				16,390 19.3			
	NBC TV								A TEAM (R)(SD)				RIPTIDE (SD)				REMINGTON STEELE	
	AVERAGE AUDIENCE (Households (000) & %)	{					19,780 23.3				15,880 18.7				12,740 15.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					35 21.3		34* 23.0		37* 24.2		29 18.9		29* 18.3		26* 14.7	27* 14.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,990 15.3		13,920 16.4		12,900 15.2				13,870 16.1			
	ABC TV						THREE'S A CROWD (R)		WHO'S THE BOSS? (R)		MACGRUDER AND LOUD (SD)						MOONLIGHTING	
	AVERAGE AUDIENCE (Households (000) & %)	{					11,210 13.2		12,650 14.9		10,100 11.9				10,100 11.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					20 12.5		22 14.0		18 11.0		11.3* 17 *		12.4* 19 *		12.1* 20 *	11.7* 22 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					11,290 13.3		10,530 12.4		19,440 22.9							
	CBS TV						JEFFERSONS		ALICE (SD)						CBS TUESDAY NIGHT MOVIES FIRST STEPS (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,760 11.5		9,510 11.2		12,230 14.4							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					18 11.3		17 11.6		24 14.2		14.3* 22 *		14.2* 22 *		14.7* 25 *	14.5* 27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					21,900 25.8				20,210 23.8				17,740 20.9			
	NBC TV								A TEAM (R)(SD)				RIPTIDE				REMINGTON STEELE	
	AVERAGE AUDIENCE (Households (000) & %)	{					17,490 20.6				16,470 19.4				13,410 15.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					31 19.4		31* 20.2		30 19.7		30* 19.5		30* 19.3		28 16.0	29* 15.7

TV HOUSEHOLDS USING TV	WK 1	59.4	61.9	63.5	64.6	65.0	66.1	66.5	67.5	65.7	65.4	64.8	64.2	60.4	58.3	56.2	53.4
(See Def. 1)	WK 2	57.8	60.4	61.6	62.7	63.7	66.1	66.8	66.9	65.4	65.8	65.0	63.3	60.3	58.0	55.7	52.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.TUE. MAR.19, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAR.13, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					18,760 22.1			24,880 29.3				20,550 24.2					
	ABC TV					FALL GUY (SD)		DYNASTY (SD)				HOTEL (R)						
	AVERAGE AUDIENCE (Households (000) & %)					13,670 16.1	14.4*	17.8*	20,550 24.2	23.3*	25.0*	16,810 19.8	20.4*	19.2*				
	SHARE OF AUDIENCE %					24	22 *	27 *	36	34 *	38 *	34	34 *	35				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					12,990 15.3	15,960 18.8											
	CBS TV					CHARLES IN CHARGE		CBS WEDNESDAY N GHT MOVIE MISSING (SUS-SD)(SD)										
	AVERAGE AUDIENCE (Households (000) & %)					11,630 13.7	9.1	9.1*	7,730 9.2	8.8*	8.8*	9.5*	9.3*					
	SHARE OF AUDIENCE %					21	14	14 *	25	13 *	13 *	16 *	17 *					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					19,610 23.1			16,300 19.2		13,920 16.4		15,620 18.4					
	NBC TV					HIGHWAY TO HEAVEN (SD)		FACTS OF LIFE		SARA		ST ELSEWHERE						
	AVERAGE AUDIENCE (Households (000) & %)					15,450 18.2	17.2*	19.2*	14,260 16.8	12,140 14.3	12,310 14.5	14.5*	14.4*					
	SHARE OF AUDIENCE %					28	26 *	29 *	25	22	25	24 *	26 *					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					18,510 21.8			23,010 27.1				18,850 22.2					
	ABC TV					FALL GUY (R)(SD)		DYNASTY (SD)				HOTEL						
	AVERAGE AUDIENCE (Households (000) & %)					13,150 15.5	14.2*	16.8*	13,190 22.6	21.5*	23.7*	15,880 18.7	19.1*	18.3*				
	SHARE OF AUDIENCE %					24	22 *	25 *	35	32 *	37 *	33	33 *	33 *				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					16,980 20.0	14,600 17.2		18,680 22.0									
	CBS TV					SNOOPY GETS MARRIED		ROMANCE OF BETTY BOOP (SUS-SD)		CBS WEDNESDAY NIGHT MOVIE USED CARS (SD)								
	AVERAGE AUDIENCE (Households (000) & %)					14,860 17.5	15.2	12,900 15.2	10,190 12.0	11.6*	11.5*	12.7*	12.3*					
	SHARE OF AUDIENCE %					27	23	23	20	18 *	18 *	22 *	22 *					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					19,100 22.5			16,980 20.0		13,670 16.1		13,500 15.9					
	NBC TV					HIGHWAY TO HEAVEN (SD)		FACTS OF LIFE		SARA (SD)		ST ELSEWHERE						
	AVERAGE AUDIENCE (Households (000) & %)					15,110 17.8	16.8*	18.7*	15,200 17.9	12,230 14.4	11,120 13.1	13.5*	12.7*					
	SHARE OF AUDIENCE %					27	26 *	28 *	27	22	23	23 *	23 *					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	61.6	62.8	62.8	63.5	64.4	65.7	66.6	67.4	68.0	67.3	66.0	65.8	61.2	59.2	56.7	54.1
		WK. 2	58.9	61.4	62.5	63.5	64.1	66.0	66.1	67.3	66.2	66.2	65.1	63.9	59.2	57.5	55.8	54.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.WED. MAR.20, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAR.14, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		16,810 19.8										17,230 20.3						
	ABC TV		ABC THURSDAY NIGHT MOVIE SMOKEY AND THE BANDIT II (R)(SD)																
	AVERAGE AUDIENCE (Households (000) & %)		9,250 10.9										12,740 15.0						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		17	13 *			9.7 *	15 *		12.4 *	19 *		12.7 *	20 *	15.4 *	25 *	14.7 *	26 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		17,740 20.9										26,910 31.7						
	CBS TV		MAGNUM, P.I. (WD) PEOPLE'S CHOICE AWARDS (SD)																
	AVERAGE AUDIENCE (Households (000) & %)		13,410 15.8										16,900 19.2						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		24	22 *			17.3 *	26 *		18.5 *	28 *		19.1 *	30 *	20.2 *	32 *	19.0 *	33 *	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		26,910 31.7										17,320 20.4						
	NBC TV		BILL COSBY SHOW FAMILY TIES (R)(SD) CHEERS NIGHT COURT (R)(SD) HILL STREET BLUES (R)																
	AVERAGE AUDIENCE (Households (000) & %)		24,030 28.3										11,460 13.5						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		43	36			20.550	20.8		17.660	18.1		15.370	22	13.9 *	22 *	13.1 *	23 *	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		19,780 23.3										21,730 25.6						
	ABC TV		REAGAN NEWS CONF.-ABC (8:00-8:35PM) (SUS)(-OP) W LOSIDE (9:55-9:35PM) (CP)(-OP) EYE TO EYE (9:35-10:35PM)(SD) (OP)(-OP) 20/20 (10:35-11:35PM) (OP)(-OP)																
	AVERAGE AUDIENCE (Households (000) & %)		13,670 16.1										15,370 18.1						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		24	21 *			14.3 *	26 *		17.5 *	28 *		16.7 *	25 *	18.9 *	30 *	19.0 *	32 *	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		7,560 8.9										19,610 23.1						
	CBS TV		REAGAN NEWS CONF.-CBS (8:00-8:35PM) (SUS)(-OP) E/R(B) (8:35-9:00PM) (SD)(OP) CBS NCAA BSKBL CHMP TH 1 GEORGETOWN VS LOYOLA BOSTON VS MEMPHIS (9:00-11:02PM)(-OP)																
	AVERAGE AUDIENCE (Households (000) & %)		6,790 8.0										20,190 24.0						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		12	8.0			12.0	19		10.3 *	16 *		11.4 *	18 *	13.5 *	21 *	12.8 *	21 *	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		26,320 31.0										21,820 25.7						
	NBC TV		REAGAN NEWS CONF.-NBC (8:00-8:35PM) (SUS)(-OP) BILL COSBY SHOW (R) (9:35-9:05PM) (OP)(-OP) FAMILY TIES (R)(SD) (9:35-9:35PM) (OP)(-OP) CHEERS (R) (9:35-10:05PM) (OP)(-OP) NIGHT COURT (R) (10:05-10:30PM) (OP) HILL STREET BLUES (10:30-11:30PM) (OP)																
	AVERAGE AUDIENCE (Households (000) & %)		21,990 25.9										18,590 21.9						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		38	23.1			22.8	34		22.9	33		21.1	22.3	18.1	17.6	16.7	16.9	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	59.2	60.9	61.8	63.1	65.2	66.6	66.6	66.7	66.9	65.7	64.3	63.9	63.2	62.0	59.2	55.9	
		WK 2	60.3	61.7	63.5	65.4	66.0	66.6	67.2	68.3	67.9	67.5	65.5	64.2	63.1	62.0	59.7	57.9	

TV HOUSEHOLDS USING TV WK 1	59.2	60.9	61.8	63.1	65.2	66.6	66.6	66.7	66.9	65.7	64.3	63.9	63.2	62.0	59.2	55.9
(See Def. 1) WK 2	60.3	61.7	63.5	65.4	66.0	66.6	67.2	68.3	67.9	67.5	65.5	64.2	63.1	62.0	59.7	57.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.THU. MAR.21, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. MAR. 15, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					17,060 20.1		16,220 19.1		13,670 16.1		12,310 14.5		12,400 14.6			
	ABC TV						WEBSTER (SD)		MR. BELVEDERE (SUS-SD)		BENSON		OFF THE RACK (SD)		MATT HOUSTON			
	AVERAGE AUDIENCE (Households (000) & %)	{					14,180 16.7		14,520 17.1		11,970 14.1		10,950 12.9		10,190 12.0		12.0*	12.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					28 15.9	17.5	28 17.2	22 17.1	20 14.0	20 14.3	20 13.0	12.8	20 11.8	20*	21*	11.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					17,570 20.7				22,160 26.1				16,980 20.0			
	CBS TV						DETECTIVE IN THE HOUSE (SUS-SD)				DALLAS (SD)				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)	{					12,570 14.8	14.0*		15.5* 25*	19,270 22.7	22.3* 36*		23.1* 37*	14,940 17.6	18.0*		17.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					24 13.7	23* 14.4		25* 14.9	36 21.8	35* 22.9		37* 23.3	30 18.0	30*		30*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					12,140 14.3				11,550 13.6				14,860 17.5			
	NBC TV						CODE NAME: FOXFIRE (SD)				V				MIAMI VICE			
	AVERAGE AUDIENCE (Households (000) & %)	{					8,740 10.3	9.9*		10.8* 17*	9,000 10.6	10.3* 16*		10.9* 17*	12,570 14.8	14.5*		15.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					1 9.6	16* 10.2		17* 10.9	17 10.6	16* 10.4		17* 10.6	25 14.1	24* 14.9		26* 15.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					17,490 20.6		15,450 18.2		13,870 16.1		12,650 14.9		15,200 17.9			
	ABC TV						WEBSTER (SD)		MR. BELVEDERE		BENSON		OFF THE RACK (SD)		MATT HOUSTON (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					14,770 17.4		13,410 15.8		12,400 14.6		11,550 13.6		11,460 13.5		13.4*	13.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					29 17.0		25 17.9		23 15.9		22 15.6		24 14.1		23*	24*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					15,110 17.8				16,980 20.0				17,230 20.3			
	CBS TV						DETECTIVE IN THE HOUSE (SUS-SD)				KNOTS LANDING(B) (SD)				CBS NCAA BSKBL CHMP FR 1 ST. JOHN'S VS WILLIAMOVA (10:00-12:00MD) (-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,700 12.6	11.6*		13.5* 22*	13,580 16.0	15.5* 27*		16.5* 28*	9,170 10.8	11.6*		10.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					21 11.4	20* 11.8		22* 13.0	27 14.0	26* 15.1		28* 15.8	20 12.2	20*		18*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,900 15.2				13,330 15.7				18,080 21.3			
	NBC TV						CODE NAME: FOXFIRE (SD)				V (SD)				MIAMI VICE (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,590 11.3	10.4*		12.2* 20*	10,360 12.2	11.7* 19*		12.8* 21*	14,430 17.0	16.5*		17.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					18 9.6	17* 11.2		20* 12.1	20 11.6	19* 11.8		21* 12.7	30 16.0	28*		31*
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	54.3	55.8	56.8	58.1	59.6	60.9	61.5	62.2	63.0	63.6	63.5	62.7	60.4	60.2	58.7	57.1
		WK 2	55.2	56.7	58.1	59.1	59.4	60.5	61.6	62.7	62.4	62.7	61.7	61.4	58.5	57.4	56.5	55.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. FRI. MAR. 22, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. MAR. 16, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K I	TOTAL AUDIENCE (Households (000) & %)	16,640 19.6				15,280 18.0				15,110 17.8							
	ABC TV	T.J. HOOKER (SD)				LOVE BOAT (R)(SD)				FINDER OF LOST LOVES (R)							
	AVERAGE AUDIENCE (Households (000) & %)	12,820 15.1				11,550 13.6				12,310 14.5							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	26	25 *			27 *	23	22 *		24 *	26	25 *		28 *	24.9	14.7	14.9
W E E K I	TOTAL AUDIENCE (Households (000) & %)	9,760 11.5				13,670 16.1				13,330 15.7							
	CBS TV	OTHERWORLD (SD)				AIRWOLF (R)(SD)				COVER-UP (R)							
	AVERAGE AUDIENCE (Households (000) & %)	7,050 8.3				10,870 12.8				10,020 11.8							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	14	14 *			14 *	22	21 *		23 *	22	21 *		22 *	11.6	11.9	11.9
W E E K I	TOTAL AUDIENCE (Households (000) & %)	13,750 16.2				12,820 15.1				11,380 13.4				10,780 12.7			
	NBC TV	DIFF'RENT STROKES-SAT. (R)				CANDID KIDS SPECIAL (SD)				GIMME A BREAK (R)				IT'S YOUR MOVE (R)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)	12,230 14.4				12,900 15.2				11,380 13.4				7,560 8.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	25	26			26	23	20		20	16	16 *		16 *	8.9	8.8	8.8
W E E K I	TOTAL AUDIENCE (Households (000) & %)	15,030 17.7				15,370 18.1				13,410 15.8							
	ABC TV	T.J. HOOKER (SD)				LOVE BOAT (SD)				FINDER OF LOST LOVES (R)							
	AVERAGE AUDIENCE (Households (000) & %)	11,630 13.7				12,060 14.2				9,930 11.7							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	23	21 *			24 *	24	23 *		24 *	21	21 *		22 *	11.5	11.7	11.7
W E E K I	TOTAL AUDIENCE (Households (000) & %)	13,500 15.9				13,410 15.8				15,710 18.5				13,330 15.7			
	CBS TV	GARFIELD IN THE ROUGH (R)				IT'S MAGIC CHARLIE BROWN (R)(SD)				AIRWOLF (SD)				COVER-UP (R)			
	AVERAGE AUDIENCE (Households (000) & %)	11,550 13.6				12,060 14.2				12,480 14.7				10,700 12.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	23	23			23	24	24 *		25 *	23	23 *		23 *	12.8	12.6	12.6
W E E K I	TOTAL AUDIENCE (Households (000) & %)	12,400 14.6				10,780 12.7				11,210 13.2				10,530 12.4			
	NBC TV	DIFF'RENT STROKES-SAT.				DOUBLE TROUBLE (SD)				GIMME A BREAK				UNDER ONE ROOF			
	AVERAGE AUDIENCE (Households (000) & %)	10,270 12.1				9,680 11.4				9,680 11.4				11,040 13.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	20	19			19	19	18		18	24	23 *		24 *	13.1	13.3	13.3

TV HOUSEHOLDS USING TV	WK 1	52.5	53.1	54.4	56.0	57.3	58.7	59.0	59.5	59.0	59.7	59.2	58.9	56.5	55.8	54.2	52.6
(See Def. 1)	WK. 2	51.6	52.7	54.1	56.5	58.7	60.1	60.4	61.5	60.7	60.2	60.4	59.6	56.7	55.3	54.4	53.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

EVE. SAT. MAR. 23, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.16, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,160  
(Households (000) & %) { 4.9

## ABC TV

ABC  
WEEKEND  
REPORT-  
SAT

AVERAGE AUDIENCE { 3,990  
(Households (000) & %) { 4.7  
SHARE OF AUDIENCE % 12  
AVG. AUD. BY ¼ HR. % 4.7

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TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 9,420  
(Households (000) & %) { 11.1

## NBC TV

SATURDAY NIGHT  
(11:30-12:50AM)  
(SUSTAINING 12:50-1:00AM)

AVERAGE AUDIENCE { 5,180  
(Households (000) & %) { 6.1 7.2\* 5.9\* 4.9\*  
SHARE OF AUDIENCE % 19 19\* 19\* 19\*  
AVG. AUD. BY ¼ HR. % 7.6 6.7 6.2 5.2 4.2

TOTAL AUDIENCE { 3,060  
(Households (000) & %) { 3.6

## ABC TV

WEEKEND  
REPORT-  
SAT.

AVERAGE AUDIENCE { 3,060  
(Households (000) & %) { 3.6  
SHARE OF AUDIENCE % 9  
AVG. AUD. BY ¼ HR. % 3.6

W

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TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 11,720  
(Households (000) & %) { 13.8

## NBC TV

SATURDAY NIGHT  
(11:30-12:51AM)  
(SUSTAINING 12:51-1:00AM)

AVERAGE AUDIENCE { 6,960  
(Households (000) & %) { 8.2 8.1\* 8.1\* 6.9\*  
SHARE OF AUDIENCE % 23 23\* 24\* 24\*  
AVG. AUD. BY ¼ HR. % 9.5 8.8 8.4 7.7 7.2 6.2

TV HOUSEHOLDS USING TV	WK. 1	4.8	44.6	48.8	35.5	32.1	29.6	26.7	24.3	22.1	19.9	17.4	15.2	13.6	12.4	11.2	9.7
(See Def. 1)	WK. 2	50.5	46.8	41.7	39.0	35.8	32.1	30.0	27.6	24.9	22.7	19.8	17.8	15.9	14.0	12.7	12.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

EVE.SAT. MAR.23, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.17, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 13,580 16.0		{ 20,890 24.6		{ 10,360 12.2										
	ABC TV		RIPLEY'S BELIEVE IT NOT (R)		ABC SUNDAY NIGHT MOVIE BRUBAKER (R)(SD)		FOUL UPS, BLEEPS&BLUNDERS										
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,680 11.4		{ 11,890 14.0		{ 9,170 10.8										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 19 10.5		{ 21 12.5		{ 19 10.9										
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 24,450 28.8		{ 22,580 26.6		{ 21,390 25.2										
	CBS TV		60 MINUTES		MURDER, SHE WROTE (SD)		CRAZY LIKE A FOX (SD)										
	AVERAGE AUDIENCE (Households (000) & %)		{ 17,830 21.0		{ 19,020 22.4		{ 17,400 20.5										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 35 17.9		{ 34 21.9		{ 31 20.3										
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 9,680 11.4		{ 17,230 20.3		{ 21,990 25.9										
	NBC TV		SILVER SPOONS		KNIGHT RIDER (SD)		NBC SUNDAY NIGHT MOVIE THE BURNING BED (R)										
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,640 9.0		{ 13,410 15.8		{ 14,520 17.1										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 16 8.1		{ 24 14.4		{ 27 16.0										
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 12,820 15.1		{ 16,980 20.0		{ 24,880 29.3										
	ABC TV		RIPLEY'S BELIEVE IT NOT (R)		LIFE'S EMBARRASSING MOMENTS (R)(SD)		ABC SUNDAY NIGHT MOVIE CALIFORNIA GIRLS (SD)										
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,000 10.2		{ 13,160 15.5		{ 17,230 20.3										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 10 10.2		{ 23 13.8		{ 26 19.8										
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 23,860 28.1		{ 20,290 23.9		{ 19,100 22.5										
	CBS TV		60 MINUTES		MURDER, SHE WROTE (R)(SD)		CRAZY LIKE A FOX (SD)										
	AVERAGE AUDIENCE (Households (000) & %)		{ 19,100 22.5		{ 16,390 19.3		{ 15,710 18.5										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 36 20.2		{ 28 19.2		{ 27 17.2										
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 11,210 13.2		{ 17,320 20.4		{ 19,440 22.9										
	NBC TV		SILVER SPOONS		KNIGHT RIDER (SD)		NBC SUNDAY NIGHT MOVIE HALF NELSON (SD)										
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,150 10.2		{ 14,260 16.8		{ 12,060 14.2										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 18 10.0		{ 25 15.4		{ 22 15.3										
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	55.5	58.5	60.6	63.0	64.7	66.0	67.7	68.6	67.1	66.7	66.6	66.3	63.7	57.8	55.5
		WK. 2	59.6	61.4	62.3	64.2	65.9	68.1	69.5	70.1	68.7	69.0	68.9	67.3	64.1	62.7	57.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SUN. MAR.24, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		3,230 3.8													
	ABC TV			ABC WEEKEND REPORT- SUN													
	AVERAGE AUDIENCE (Households (000) & %)	{		3,140 3.7													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		17 3.7													
2	TOTAL AUDIENCE (Households (000) & %)	{		5,350 6.3													
	CBS TV			CBS SUNDAY NEWS OSG000													
	AVERAGE AUDIENCE (Households (000) & %)	{		5,090 6.0													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		13 6.0													
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		1,020 1.2													
	NBC TV			6 MICHAELS SPORTS MACHINE													
	AVERAGE AUDIENCE (Households (000) & %)	{		930 1.1													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		4 1.1													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		1,480 4.1													
	ABC TV			ABC WEEKEND REPORT- SUN.													
	AVERAGE AUDIENCE (Households (000) & %)	{		3,400 4.0													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		12 4.0													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,920 5.8													
	CBS TV			CBS SUNDAY NEWS- OSG000													
	AVERAGE AUDIENCE (Households (000) & %)	{		4,670 5.5													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		12 5.5													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		1,270 1.5													
	NBC TV			6 MICHAELS SPORTS MACHINE													
	AVERAGE AUDIENCE (Households (000) & %)	{		1,190 1.4													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		5 1.4													

TV HOUSEHOLDS USING TV	WK. 1	48.1	42.0	34.9	30.2	25.8	22.3	18.4	16.4	14.1	12.4	10.8	9.7	8.9	7.9	6.9	6.3
(See Def. 1)	WK. 2	48.5	42.4	35.9	31.7	27.2	23.7	19.7	17.2	15.3	13.7	12.4	11.0	9.2	8.2	7.0	6.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.11-15, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W E K 1	TOTAL AUDIENCE (Households (000) & %)	5,690 6.7		5,690 6.7																									
		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)																									
	ABC TV																												
	AVERAGE AUDIENCE (Households (000) & %)	4,500 5.3		4,670 5.5																									
W E K 2	SHARE OF AUDIENCE %	23		23																									
	AVG. AUD. BY ¼ HR. %	5.2 5.4		5.5 5.4																									
	TOTAL AUDIENCE (Households (000) & %)	3,650 4.3		3,820 4.5		5,350 6.3		4,750 5.6																					
		CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID PRESS YOUR LUCK																							
W E K 1	ABC TV																												
	AVERAGE AUDIENCE (Households (000) & %)	2,970 3.5		3,060 3.6		4,670 5.5		3,990 4.7																					
	SHARE OF AUDIENCE %	15		15		23		20																					
	AVG. AUD. BY ¼ HR. %	3.4 3.5		3.5 3.7		5.3 5.7		4.7 4.7																					
W E K 2	TOTAL AUDIENCE (Households (000) & %)	5,090 6.0		4,920 5.8		2,550 3.0		4,410 5.2																					
		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		TIME MACHINE SALE OF THE CENTURY																							
	NBC TV																												
	AVERAGE AUDIENCE (Households (000) & %)	4,160 4.9		4,080 4.8		2,120 2.5		3,740 4.4																					
W E K 1	SHARE OF AUDIENCE %	21		20		10		18																					
	AVG. AUD. BY ¼ HR. %	5.0 4.8		4.8 4.8		2.5 2.6		4.2 4.7																					
	TOTAL AUDIENCE (Households (000) & %)	5,520 6.5		5,260 6.2																									
		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)																									
W E K 2	ABC TV																												
	AVERAGE AUDIENCE (Households (000) & %)	4,330 5.1		4,330 5.1																									
	SHARE OF AUDIENCE %	22		21																									
	AVG. AUD. BY ¼ HR. %	5.1 5.0		5.0 5.1																									
W E K 1	TOTAL AUDIENCE (Households (000) & %)	3,650 4.3		3,820 4.5		5,430 6.4		4,920 5.8																					
		CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID PRESS YOUR LUCK																							
	CBS TV																												
	AVERAGE AUDIENCE (Households (000) & %)	2,970 3.5		3,140 3.7		4,750 5.6		4,250 5.0																					
W E K 2	SHARE OF AUDIENCE %	15		15		23		21																					
	AVG. AUD. BY ¼ HR. %	3.4 3.4		3.6 3.8		5.4 5.8		4.9 5.0																					
	TOTAL AUDIENCE (Households (000) & %)	5,600 6.6		5,350 6.3		2,630 3.1		4,250 5.0																					
		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		TIME MACHINE SALE OF THE CENTURY																							
W E K 1	NBC TV																												
	AVERAGE AUDIENCE (Households (000) & %)	4,500 5.3		4,500 5.3		1,950 2.3		3,650 4.3																					
	SHARE OF AUDIENCE %	23		22		9		18																					
	AVG. AUD. BY ¼ HR. %	5.3 5.2		5.5 5.2		2.3 2.4		4.1 4.5																					
TV HOUSEHOLDS USING TV WK. 1														14.4	17.0	18.9	21.1	22.3	23.3	23.6	23.9	24.1	24.3	24.5	24.4	24.4	24.0	24.1	
(See Def. 1) WK. 2														14.4	17.3	19.7	21.5	22.8	24.0	24.1	24.0	24.0	24.2	24.2	24.0	24.2	24.4	24.2	24.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.18-22, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.11-15, 1985

WEEK 1

WHEELS OF FORTUNE ESTIMATED TOTAL AUDIENCE																
TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	{ 2,970 3.5 TRIVIA TRAP		{ 3,400 4.0 FAMILY FEUD		{ 3,060 3.6 RYAN'S HOPE		{ 4,080 4.8 LOVING		{ 8,150 9.6 ALL MY CHILDREN				{ 7,390 8.7 ONE LIFE TO LIVE (SD)			
ABC TV																
AVERAGE AUDIENCE (Households (000) & %)	{ 2,550 3.0		{ 2,890 3.4		{ 2,460 2.9		{ 3,400 4.0		{ 6,280 7.4		{ 7.0* 24 *		{ 7.8* 26 *		{ 5,860 6.9	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 13 3.0		{ 14 3.0		{ 11 3.4		{ 15 3.5		{ 25 2.9		{ 24* 3.1		{ 26* 3.8		{ 24* 4.3	
TOTAL AUDIENCE (Households (000) & %)	{ 6,620 7.8 PRICE IS RIGHT 1		{ 7,980 9.4 PRICE IS RIGHT 2 (SD)		{ 8,410 9.9 YOUNG AND THE RESTLESS				{ 7,220 8.5 AS THE WORLD TURNS				{ 5,260 6.2 CAPITOL			
CBS TV																
AVERAGE AUDIENCE (Households (000) & %)	{ 5,690 6.7		{ 6,880 8.1		{ 6,200 7.3		{ 7.2* 28 *		{ 7.4* 27 *		{ 5,600 6.6		{ 6.4* 21 *		{ 6.7* 23 *	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 28 6.4		{ 34 6.9		{ 27 8.0		{ 28* 8.2		{ 27* 7.1		{ 22 7.3		{ 21* 7.4		{ 20 6.3	
TOTAL AUDIENCE (Households (000) & %)	{ 6,450 7.6 WHEEL OF FORTUNE		{ 5,260 6.2 SCRABBLE		{ 3,400 4.0 SUPER PASSWORD		{ 3,060 3.6 SEARCH FOR TOMORROW		{ 7,470 8.8 DAYS OF OUR LIVES				{ 5,690 6.7 ANOTHER WORLD (SD)			
NBC TV																
AVERAGE AUDIENCE (Households (000) & %)	{ 5,600 6.6		{ 4,500 5.3		{ 2,800 3.3		{ 2,630 3.1		{ 5,940 7.0		{ 6.8* 23 *		{ 7.3* 24 *		{ 4,410 5.2	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 28 6.6		{ 22 6.6		{ 13 5.4		{ 12 5.3		{ 24 3.4		{ 23* 3.3		{ 24* 3.0		{ 18* 3.2	

WEEK 2

TOTAL AUDIENCE (Households (000) & %)	{ 2,800 3.3 TRIVIA TRAP		{ 3,140 3.7 FAMILY FEUD		{ 3,140 3.7 RYAN'S HOPE		{ 3,820 4.5 LOVING		{ 8,490 10.0 ALL MY CHILDREN		{ 7,810 9.2 ONE LIFE TO LIVE (SD)		
ABC TV													
AVERAGE AUDIENCE (Households (000) & %)	{ 2,460 2.9		{ 2,720 3.2		{ 2,630 3.1		{ 3,310 3.9		{ 6,620 7.8		{ 5,860 6.9		
SHARE OF AUDIENCE %	{ 12		{ 13		{ 12		{ 14		{ 27		{ 25		
AVG. AUD. BY ¼ HR	{ 2.9		{ 2.8		{ 3.1		{ 3.2		{ 3.7		{ 6.7		
TOTAL AUDIENCE (Households (000) & %)	{ 7,300 8.6 PRICE IS RIGHT 1		{ 8,320 9.8 PRICE IS RIGHT 2 (SD)		{ 8,740 10.3 YOUNG AND THE RESTLESS		{ 7,300 8.6 AS THE WORLD TURNS		{ 5,520 6.5 CAPITOL				
CBS TV													
AVERAGE AUDIENCE (Households (000) & %)	{ 6,370 7.5		{ 7,390 8.7		{ 6,540 7.7		{ 5,770 6.8		{ 4,920 5.8				
SHARE OF AUDIENCE %	{ 31		{ 35		{ 29		{ 24		{ 21				
AVG. AUD. BY ¼ HR.	{ 7.3		{ 7.8		{ 8.6		{ 6.7		{ 5.9				
TOTAL AUDIENCE (Households (000) & %)	{ 6,710 7.9 WHEEL OF FORTUNE		{ 5,010 5.9 SCRABBLE		{ 3,400 4.0 SUPER PASSWORD		{ 2,970 3.5 SEARCH FOR TOMORROW		{ 7,390 8.7 DAYS OF OUR LIVES		{ 5,260 6.2 ANOTHER WORLD (SD)		
NBC TV													
AVERAGE AUDIENCE (Households (000) & %)	{ 5,690 6.7		{ 4,330 5.1		{ 2,890 3.4		{ 2,630 3.1		{ 5,940 7.0		{ 4,250 5.0		
SHARE OF AUDIENCE %	{ 27		{ 21		{ 13		{ 12		{ 24		{ 18		
AVG. AUD. BY ¼ HR	{ 6.6		{ 6.9		{ 5.1		{ 3.3		{ 6.5		{ 5.1		

TV

HOUSEHOLDS USING TV (See Def. 1)	WK 1	24.4	24.5	24.2	24.8	25.0	26.5	26.6	27.7	28.5	29.1	29.4	29.1	28.9	28.9	28.3	29.0
	WK 2	24.4	24.9	24.7	25.3	26.0	26.9	27.0	27.6	28.5	29.0	29.0	29.2	28.4	28.4	28.1	28.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY MON.-FRI. MAR.18-22, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.11-15, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	8,910 10.5																10,270 12.1 ABC WORLD NEWS TONIGHT		
	ABC TV																				
	AVERAGE AUDIENCE (Households (000) & %)	{	6,960 8.2																9,000 10.6		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27	8.0*		8.3*											19 10.4	10.8			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,390 8.7				2,630 3.1														12,570 14.8 CBS EVENING NEWS- RATHER
	CBS TV		GUIDING LIGHT (SD)				BODY LANGUAGE														
	AVERAGE AUDIENCE (Households (000) & %)	{	6,030 7.1				2,290 2.7														11,120 13.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23	6.9*		7.2*	8		2.7												23 12.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,250 5.0																		10,780 12.7 NBC NIGHTLY NEWS
	NBC TV		SANTA BARBARA																		
	AVERAGE AUDIENCE (Households (000) & %)	{	3,140 3.7				3.8*														9,420 11.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12	3.5*		3.8*											20 10.8	11.4			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,510 11.2				GENERAL HOSPITAL				(S)(OP)				10,530 12.4 ABC WORLD NEWS TONIGHT						
	ABC TV		GENERAL HOSPITAL				(S)(OP)														
	AVERAGE AUDIENCE (Households (000) & %)	{	7,470 8.8				8.6*				9.0*				9,000 10.6						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	28	8.6*		9.0*	28*				19 10.4				10.8						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,150 9.6				2,630 3.1				(S)(OP)				12,480 14.7 CBS EVENING NEWS- RATHER						
	CBS TV		GUIDING LIGHT (SD)				BODY LANGUAGE				(S)(OP)										
	AVERAGE AUDIENCE (Households (000) & %)	{	6,540 7.7				2,210 2.6								10,870 12.8						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	25	7.6*		7.9*	8		2.5						23 12.7	13.0					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,500 5.3																		10,870 12.8 NBC NIGHTLY NEWS
	NBC TV		SANTA BARBARA																		
	AVERAGE AUDIENCE (Households (000) & %)	{	3,230 3.8				3.7*				3.9*				9,590 11.3						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12	3.7		3.9*	12*				21 10.9				11.7						
TV HOUSEHOLDS USING TV		WK 1	30.0	30.9	31.4	32.3	32.1	33.8	35.1	37.0	38.7	41.0	43.3	46.1	49.6	52.6	54.9	56.7			
(See Def. 1)		WK. 2	29.8	31.0	32.1	33.0	32.4	34.0	35.2	37.0	39.2	41.3	43.3	46.0	49.9	52.5	54.3	56.2			

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.18-22, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 16, 1985

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					3,570 4.2		4,410 5.2		4,750 5.6		4,410 5.2		4,330 5.1		4,080 4.8	
	ABC TV					SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS (SD)		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)					2,720 3.2		3,740 4.4		4,080 4.8		3,910 4.6		3,480 4.1		3,310 3.9	
	SHARE OF AUDIENCE %					17		20		19		17		15		14	
	AVG. AUD. BY ¼ HR.					2.8	3.6	4.2	4.6	4.8	4.8	4.5	4.6	4.2	4.0	3.8	4.0
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					3,820 4.5		4,330 5.1		5,690 6.7		6,200 7.3		6,030 7.1		6,370 7.5	
	CBS TV					SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)					2,890 3.4		3,740 4.4		4,920 5.8		5,260 6.2		5,180 6.1		5,260 6.2	
	SHARE OF AUDIENCE %					18		20		23		23		22		22	
	AVG. AUD. BY ¼ HR.					2.9	3.8	4.2	4.6	5.6	6.0	6.2	6.1	6.0	6.1	6.4	6.1
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					5,090 6.0		6,110 7.2		6,450 7.6		7,640 9.0		8,830 10.4		7,560 8.9	
	NBC TV					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					4,160 4.9		4,750 5.6		5,430 6.4		6,710 7.9		7,220 8.5		6,450 7.6	
	SHARE OF AUDIENCE %					26		25		25		29		30		27	
	AVG. AUD. BY ¼ HR.					4.6	5.2	5.2	6.0	6.2	6.5	7.7	8.1	8.7	8.3	7.6	7.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					4,080 4.8		4,410 5.2		4,750 5.6		5,090 6.0		3,740 4.4		5,010 5.9	
	ABC TV					SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS (SD)		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)					3,230 3.8		3,820 4.5		4,080 4.8		4,330 5.1		3,400 4.0		4,250 5.0	
	SHARE OF AUDIENCE %					20		19		18		18		13		16	
	AVG. AUD. BY ¼ HR.					3.3	4.2	4.4	4.6	4.6	4.9	5.2	4.9	3.9	4.0	5.0	4.9
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					3,990 4.7		4,920 5.8		7,470 8.8		5,430 6.4		6,030 7.1		6,450 7.6	
	CBS TV					SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)					3,230 3.8		4,250 5.0		6,280 7.4		4,410 5.2		4,920 5.8		5,430 6.4	
	SHARE OF AUDIENCE %					20		21		28		18		19		20	
	AVG. AUD. BY ¼ HR.					3.6	4.0	4.6	5.4	7.2	7.5	5.1	5.4	5.6	6.1	6.2	6.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					4,330 5.1		5,430 6.4		6,710 7.9		8,490 10.0		8,570 10.1		7,730 9.1	
	NBC TV					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					3,570 4.2		4,500 5.3		5,600 6.6		7,640 9.0		7,810 9.2		6,450 7.6	
	SHARE OF AUDIENCE %					22		22		25		31		30		24	
	AVG. AUD. BY ¼ HR.					3.7	4.8	5.1	5.5	6.2	6.9	8.8	9.2	9.5	8.9	7.8	7.4
TV HOUSEHOLDS USING TV WK. 1		9.8	11.9	14.3	16.2	19.0	21.6	22.3	23.7	24.9	26.3	26.8	27.8	27.8	27.8	27.6	27.5
(See Def. 1) WK. 2		11.2	12.4	14.3	17.8	19.6	21.4	23.2	24.9	26.6	27.8	28.7	29.4	30.3	30.8	31.8	31.5

U.S. TV Households. 84,900,000

For explanation of symbols, See page A

DAY SAT. MAR. 23, 1985



TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,580 5.4	4,840 5.7		4,920 5.8		4,410 5.2										
	ABC TV		SCARY SCOOBY DOO FUNNIES (SD)	LITTLES		ABC WEEKEND SPECIALS COUGAR, PART 2 (h)	AMERICAN BANDSTAND											
	AVERAGE AUDIENCE (Households (000) & %)	{	3,570 4.2	3,990 4.7		3,820 4.5		2,800 3.3	3.1*				3.5*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	15 4.3	16 4.2	16 4.7	15 4.7		11 3.2	10*				11*	3.4				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,350 6.3	4,750 5.6		13,070 15.4								12,480 14.7				
	CBS TV		BUGS BUNNY/ROAD RUNNER 3 (SD)	PRYOR'S PLACE (SD)		CBS NCAA BSKBL CHAMP SA 1 GEORGE OWN VS TEMPLE KENTUCKY VS NEVADA LAS VEGAS MULTI-SEGMENT TELECAST (-OP)								CBS NCAA BSKBL CHAMP SA-2 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,580 5.4	3,820 4.5		6,030 7.1	5.8*		7.2*		7.8*		8.2*	6,370 7.5	7.1*		7.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	19 5.4	16 5.3	16 4.9	22 5.4	19* 6.3		23* 7.6		24* 7.7		24* 8.4	23 6.8	22* 7.3		24* 7.8	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	6,370 7.5	6,370 7.5		5,010 5.9		3,820 4.5										
	NBC TV		KIDD VIDEO	MR. T		SPIDERMAN AND FRIENDS (SD)	INCREDIBLE HULK											
	AVERAGE AUDIENCE (Households (000) & %)	{	5,350 6.3	5,090 6.0		3,740 4.4		3,060 3.6										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	22 6.4	21 6.1	21 5.9	15 6.1		12 3.6	12 3.6									
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	4,840 5.7	8,030 7.1		4,920 5.8		5,520 6.5										
	ABC TV		SCARY SCOOBY DOO FUNNIES (SD)	LITTLES		ABC WEEKEND SPECIALS COUGAR, PART 3 (h)	AMERICAN BANDSTAND											
	AVERAGE AUDIENCE (Households (000) & %)	{	4,080 4.8	4,920 5.8		3,820 4.5		3,310 3.9	3.8*			3.9*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	16 4.7	19 5.0	19 5.8	15 5.9		12 4.3	12* 4.6		12* 3.7		12* 4.2	12* 3.7				
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	6,880 8.1	4,920 5.8		4,920 5.8		3,740 4.4		5,940 7.0	14,180 16.7							
	CBS TV		BUGS BUNNY/ROAD RUNNER 3 (SD)	PRYOR'S PLACE (SD)		SATURDAY SUPERCARDE		POLE POSITION	(1) (-OP)	CBS NCAA BSKBL CHAMP-SA-1 MEMPHIS ST. VS OKLAHOMA (1:50-3:56PM) (OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{	5,430 6.4	3,990 4.7		2,630 3.1	2.9*		3,140 3.7		5,090 6.0	7,640 9.0						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	21 6.7	15 6.0	15 4.8	10 4.7	9* 3.2		11* 3.4		19 3.5	26 4.0		26* 6.0	8.8* 6.7		8.5* 9.0	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	6,540 7.7	5,180 6.1		5,090 6.0		4,410 5.2										
	NBC TV		KIDD VIDEO	MR. T		SPIDERMAN AND FRIENDS (SD)	INCREDIBLE HULK											
	AVERAGE AUDIENCE (Households (000) & %)	{	5,430 6.4	4,580 5.4		4,330 5.1		3,400 4.0										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	21 6.4	18 6.4	18 5.2	17 5.6		13 5.0	13 5.3	13 3.8	13 4.3							
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		28.0	28.7	28.9	28.9	28.5	29.9	30.2	30.4	30.9	30.2	30.6	31.4	31.5	31.8	31.9	32.6	
WK 2		31.0	31.5	30.6	30.9	30.0	30.6	31.3	31.5	31.6	31.9	31.5	32.8	33.2	34.1	34.3	34.5	

U.S. TV Households: 84,900,000  
(1) NCAA TOURNAMENT TODAY-SAT, CBS, (1:30-1:50PM) (5)

For explanation of symbols, See page A

DAY SAT. MAR. 23, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	7,300 8.6						11,380 13.4								9,420 11.1	
	PRO BOWLERS TOUR																	
	ABC WIDE WORLD-SPORTS SAT																	
	ABC TV																	ABC WRLD NEWS TONIGHT-SAT
WEEK 2	AVERAGE AUDIENCE (Households (000) & %)	{	4,160 4.9	4.5*		4.8*		5.5*	5,520 6.5	6.1*		6.5*		7.0*			7,810 9.2	
	SHARE OF AUDIENCE %	{	14	13 *		14 *		16 *	16	17 *		16 *		16 *			19	
	AVG. AUD. BY ¼ HR. %	{	4.4	4.5	4.8	4.8	5.4	5.6	5.9	6.2	6.3	6.8	6.8	7.2			8.8	9.5
	TOTAL AUDIENCE (Households (000) & %)	{						16,050 18.9									8,240 9.7	
WEEK 3	CBS NCAA BSKBL CHAMP-SA-2 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)																	
	CBS NCAA BSKBL CHAMP-SPEC VARIOUS TEAMS (4:23-6:30PM) (OP)																	
	CBS TV																	CBS SAT NEWS-SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)	{		7.6*		8.0*		8,070 9.5		7.7*		8.4*		10.8*		11.7*	6,790 8.0	
WEEK 4	SHARE OF AUDIENCE %	{		23 *		24 *		24		22 *		22 *		27 *		26 *	16	
	AVG. AUD. BY ¼ HR. %	{	7.5	7.6	8.0	8.0	7.2	6.6	7.4	8.0	8.4	8.4	10.2	11.4	12.4	11.0	7.7	8.3
	TOTAL AUDIENCE (Households (000) & %)	{							5,260 6.2								8,070 9.5	
	WOMEN'S KEMPER OPEN-SAT																	
WEEK 5	NBC TV																	NBC NIGHTLY NEWS-SAT
	AVERAGE AUDIENCE (Households (000) & %)	{						2,720 3.2		3.1*		3.3*		3.0*			6,620 7.8	
	SHARE OF AUDIENCE %	{						9		9 *		9 *		8 *			16	
	AVG. AUD. BY ¼ HR. %	{						3.0	3.2	3.4	3.2	2.8	3.2				7.4	8.1
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{	8,320 9.8						9,340 11.0								7,220 8.5	
	PRO BOWLERS TOUR (3:00-4:34PM) (-OP)																	
	ABC WIDE WORLD-SPORTS SAT (4:34-6:00PM) (OP)																	
	ABC TV																	ABC WRLD NEWS TONIGHT-SAT
WEEK 7	AVERAGE AUDIENCE (Households (000) & %)	{	4,840 5.7	4.8*		5.5*		4,250 5.0	4.8*		5.2*		4.9*				5,770 6.8	
	SHARE OF AUDIENCE %	{	16	14 *		15 *		18 *	12	12 *		13 *		11 *			14	
	AVG. AUD. BY ¼ HR. %	{	4.5	5.0	5.3	5.8	6.5	7.1	5.0	4.6	5.3	5.0	4.8	5.0			6.5	7.1
	TOTAL AUDIENCE (Households (000) & %)	{															9,590 11.3	
WEEK 8	CBS NCAA BSKBL CHAMP-SA-1 MEMPHIS ST. VS OKLAHOMA (1:50-3:56PM)(-OP)																	
	CBS NCAA BSKBL CHAMP-SA-2 GEORGIA TECH VS GEORGETOWN (3:56-6:03PM) (OP)																	
	CBS TV																	CBS SAT. NEWS-SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)	{		9.2*		10,700 12.6		10.8*	12.8*		12.7*		14.7*				8,070 9.5	
WEEK 9	SHARE OF AUDIENCE %	{		27 *		32		29 *	34 *		33 *		34 *				19	
	AVG. AUD. BY ¼ HR. %	{	8.8	9.6	10.4	9.2	10.3	11.3	13.2	12.5	12.0	13.5	14.6	14.8	12.2		9.4	9.6
	TOTAL AUDIENCE (Households (000) & %)	{				6,450 7.6						4,580 5.4					7,130 8.4	
	SPORTSWORLD SPL EDITION																	
WEEK 10	LAS VEGAS INVITATIONAL-SA																	
	NBC TV																	NBC NIGHTLY NEWS-SAT
	AVERAGE AUDIENCE (Households (000) & %)	{		2,460 2.4	2.7*		2.9*		3.1*		3.5	3.2*		3.8*			5,940 7.0	
	SHARE OF AUDIENCE %	{		8	8 *		8 *		8 *		9	8 *		9 *			14	
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	33.7	34.0	34.7	34.1	34.0	34.7	35.8	37.3	39.6	41.6	42.3	44.4	47.4	49.2	48.9	50.8	
	WK. 2	34.6	35.3	36.2	35.9	36.7	38.4	38.7	38.9	39.7	41.6	44.2	46.1	47.8	48.6	49.7	50.7	

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY SAT. MAR.23, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

7,220											2,630
8.5											3.1
SUNDAY MORNING											
FACE THE NATION											
3,990											2,040
4.7	4.5*							4.8*	4.7*	2.4	
18	19 *							19 *	17 *	9	
4.2	4.9	4.8	4.9	4.9	4.5	2.5	2.4				

TOTAL AUDIENCE {  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

5,860											3,230
6.9											3.8
SUNDAY MORNING											
FACE THE NATION											
3,570											2,460
4.2	4.0*							4.5*	4.0*	2.9	
16	17 *							17 *	15 *	10	
3.4	4.5	4.6	4.4	4.2	3.9	3.0	2.8				

TOTAL AUDIENCE {  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK. 1	7.4	8.6	10.4	12.8	15.4	17.3	19.3	21.2	23.5	24.6	24.9	26.6	27.6	28.6	28.6	29.3
(See Def. 1)	WK. 2	7.6	8.7	10.0	12.6	15.8	18.5	20.2	22.0	23.7	25.6	26.5	26.6	26.7	27.1	27.2	28.2

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. MAR. 24, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	

U.S. TV Households, 84,900,000

(1) NCAA TOURNAMENT TODAY-SUN, CBS, (1:30-1:51PM) (S)

For explanation of symbols, See page A

DAY SUN. MAR. 24, 1985

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																9,680 11.4
	ABC TV																ABC WORLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																8,240 9.7
	SHARE OF AUDIENCE %																19
	AVG. AUD. BY ¼ HR.	4.8	4.8	4.6	4.8	4.5	5.3	5.3	4.9	4.9	4.4	3.6				9.5	10.0
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																16,470 19.4
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																7,390 8.7
	SHARE OF AUDIENCE %																20
	AVG. AUD. BY ¼ HR.	6.8	7.4	8.0	8.8	5.5	7.6	7.5	7.5	7.9	8.1	9.0	9.5	9.6	9.3	5.6	9.5
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																7,810 9.2
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																3,140 3.7
	SHARE OF AUDIENCE %																9
	AVG. AUD. BY ¼ HR.	4.3	4.0	3.9	3.4	3.5	3.2	2.9	3.2	3.8	3.7	3.9	4.5	5.1	5.1	5.9	7.0
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																6,880 8.1
	ABC TV																ABC WORLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																5,770 6.8
	SHARE OF AUDIENCE %																13
	AVG. AUD. BY ¼ HR.	4.1	4.1	3.9	4.2	3.3	3.8	4.3	5.4	5.1	4.7	5.3	4.0			6.6	7.1
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																17,320 20.4
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																10,100 11.9
	SHARE OF AUDIENCE %																28
	AVG. AUD. BY ¼ HR.	10.5	10.9	11.4	10.2	10.9	11.1	11.8	10.6	11.7	12.0	12.8	14.4			9.8	10.3
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																9,000 10.6
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																4,160 4.9
	SHARE OF AUDIENCE %																11
	AVG. AUD. BY ¼ HR.	3.5	3.4	3.7	3.9	4.4	4.2	3.7	4.3	4.8	5.2	5.2	5.7			8.4	9.6

TV HOUSEHOLDS USING TV WK. 1	35.8	35.7	36.6	37.6	38.3	38.6	38.3	39.2	40.6	41.4	42.9	45.3	48.7	50.3	51.8	53.0
(See Def. 1) WK. 2	36.7	38.4	38.8	39.0	39.4	40.3	41.7	43.3	44.1	44.6	46.1	48.1	50.1	51.8	53.8	56.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. MAR. 24, 1985



# NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					OTHER PROGRAMS						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY 1/4 HR %	TELE- CAST DAYS	WEEK 2		AVG AUD BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%			SHARE %
EVENING MONDAY															
ABC ABC BUSINESS BRIEF-MON	2	8.58-8.59PM	9.45												
ABC ABC NEWSBRIEF-MON	2	9.54-9.55PM	9.45												
	1	10.01-10.02PM	10.00												
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58-8.59PM	8.45	10,780	12.7	10,780	12.7	20	12.7			12,740	15.0	22	
NBC MOST BEAUTIFUL GIRL-WORLD(S)	1	9.00-11.04PM	-GRID 11.00	24,540	28.9	12,740	15.0	24				12,900	15.2	23	
EVENING TUESDAY															
ABC ABC NEWSBRIEF-TUE		9.58-9.59PM	9.45	9,510	11.2	9,510	11.2	17	11.2			10,190	12.0	19	
EVENING WEDNESDAY															
ABC ABC BUSINESS BRIEF-WED		8.58-8.59PM	8.45	16,390	19.3	16,390	19.3	29	19.3			15,030	17.7	26	
ABC ABC NEWSBRIEF-WED		9.58-9.59PM	9.45	20,210	23.8	20,210	23.8	36	23.8			17,830	21.0	33	
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.58-8.59PM	8.45												
	1	9.13-9.14PM	9.00												
EVENING THURSDAY															
ABC WILDSIDE	2	8.35-9.35PM	-GRID 9.30									19,780	23.3	24	
ABC EYE TO EYE	2	9.35-10.35PM	-GRID									21,730	25.6	28	
												13,670	16.1	17.2	
												15,370	18.1	28	

ABC ABC NEWSBRIEF-THU	1	9.58-9.59PM	9.45	10,270	12.1	10,270	12.1	19	16,560	19.5	16,560	19.5	32
	2	10.34-10.35PM	10.30						21,480	25.3	16,050	18.9	34
ABC 20/20	2	10.35-11.35PM	-GRID 11.00 11.15 11.30								19.1*	36*	19.9 18.3 17.0
CBS CBS NCAA BSKBL CHMP TH 1(S)	2	9.00-11.02PM	-GRID 11.00						19,610	23.1	10,190	12.0	19
NBC BILL COSBY SHOW	2	8.35-9.05PM	-GRID 9.00						26,320	31.0	21,990	25.9	38
NBC FAMILY TIES	2	9.05-9.35PM	-GRID 9.30						21,820	25.7	19,360	22.8	34
NBC CHEERS	2	9.35-10.05PM	-GRID 10.00						21,480	25.3	18,590	21.9	33
NBC HILL STREET BLUES	2	10.30-11.30PM	-GRID 11.00 11.15						18,680	22.0	14,090	16.6	29
<b>EVENING FRIDAY</b>													
ABC ABC BUSINESS BRIEF-FRI		8.15-8.16PM	8.15	13,500	15.9	13,500	15.9	26	14,860	17.5	14,860	17.5	29
ABC ABC NEWSBRIEF-FRI SPEC.(SUS)	1	8.42-8.43PM	8.30						10,530	12.4	10,530	12.4	20
ABC ABC NEWSBRIEF-FRI		9.58-9.59PM	9.45	10,530	12.4	10,530	12.4	20					
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	8.58-8.59PM	8.45										
CBS AMERICAN PORTRAIT,SUS(SUS)	2	8.58-8.59PM	8.45										

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING FRIDAY-CONT'D																	
CBS CBS NCAA BSKBL CHMP FR 1(S)	2	10.00-12.00MD	-GRID 11.00 11.15 11.30 11.45								17,230 20.3	9,170 10.8 20			10.3 10.4 11.6 9.5		
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	10,780 12.7	10,780 12.7	21	12.7				12,230 14.4	11,460 13.5 22	13.5				
ABC ABC NEWSBRIEF-SAT.	2	8.57- 8.59PM	8.45								11,290 13.3	11,290 13.3 22	13.3				
CBS SPORTSBREAK-SAT		9.58- 9.59PM	9.45	12,140 14.3	12,140 14.3	24	14.3				12,740 15.0	12,740 15.0 24	15.0				
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	7,300 8.6	7,300 8.6	14	8.6				9,000 10.6	9,000 10.6 18	10.6				
NBC NBC NEWS DIGEST-SAT		9.58- 9.59PM	9.45	8,320 9.8	8,320 9.8	17	9.8				7,470 8.8	7,470 8.8 14	8.8				
NBC NBC NEWS DIGEST-2-SAT.	1	8.58- 8.59PM	8.45	10,270 12.1	10,270 12.1	20	12.1										
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	6,110 7.2	6,110 7.2	12	7.2										
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	2	8.35- 8.36PM	8.30								14,010 16.5	14,010 16.5 24	16.5				
ABC ABC NEWSBRIEF-SUN.	1	9.06- 9.07PM	9.00	11,720 13.8	11,720 13.8	21	13.8										
ABC ABC NEWSBRIEF-SUN.	1	10.00-10.01PM	10.00	12,400 14.6	12,400 14.6	23	14.6				17,230 20.3	16,980 20.0 31	20.0				
ABC ABC NEWSBRIEF-SUN.	2	10.01-10.03PM	10.00														
CBS SPORTSBREAK-SUN																	
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	17,320 20.4	17,320 20.4	30	20.4				13,750 16.2	13,750 16.2 23	16.2				
CBS NEWSBREAK-SUN.		9.58- 9.59PM	9.45	14,860 17.5	14,860 17.5	26	17.5				12,230 14.4	12,230 14.4 21	14.4				
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	10,610 12.5	10,610 12.5	18	12.5				10,610 12.5	10,610 12.5 18	12.5				
NBC NBC NEWS DIGEST-2-SUN.	2	9.59-10.02PM	9.45 10.00								10,270 12.1	9,680 11.4 18	10.8 11.6				
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE	1	11.30-12.00MD	11.30	6,280 7.4	5,010 5.9	17	6.5	M-F			6,450 7.6	5,010 5.9 17	6.7	MTUWF			
ABC ABC NEWS:NIGHTLINE	2	>	11.30 11.45 12.00					M-F						5.2 3.8	MTUWF WED.		
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	12.00-12.53AM	12.00 12.15 12.30 12.45								5,260 6.2	3,910 4.6 15 4.8* 15*	4.7 4.8 4.7 4.0	FRI. FRI. FRI. FRI.			
ABC ABC NEWS:NIGHTLINE-MON(B)	2	12.00-12.37AM	12.00 12.15 12.30								4,580 5.4	3,400 4.0 16 4.1* 15* 3.6* 17*	4.5 3.7 3.6	MON. MON. MON.			
ABC ABC NEWS:NIGHTLINE-THU(B)	2	12.05-12.46AM	12.00 12.15 12.30 12.45								5,600 6.6	4,330 5.1 18 5.6* 19*	6.3 5.1 4.5 3.7	THU. THU. THU. THU.			
ABC ABC NEWS:NIGHTLINE-TUE(B)	2	12.00-12.16AM	12.00 12.15								3,820 4.5	3,650 4.3 16	4.4 3.4	TUE. TUE.			
ABC ABC ROCKS	1	12.00-12.32AM	12.00 12.15	2,800 3.3	2,120 2.5	8	3.0 2.2	FRI. FRI.									
CONT'D																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
ABC ABC ROCKS-CONT'D			12.30						1.8	FRI.									
ABC EYE ON HOLLYWOOD		>	12.00	1,870	2.2	1,530	1.8	7	1.9	M-TH		1,870	2.2	1,530	1.8	7	1.8	TU & W	
			12.15						1.8	M-TH							1.7	TU & W	
			12.30						1.6	M-W							1.7	TU & W	
			12.45														1.5	TU & W	
ABC FUNERAL-PREM. CHERNENKO(SUS)	1	4.57- 6.00AM	4.45							TUE.									
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	12,900	15.2	12,900	15.2	23	15.2	MTUTH		8,240	9.7	8,240	9.7	14	9.7	TU&TH	
CBS NEWSBREAK-M-F		>	9.45	11,380	13.4	11,380	13.4	21	12.8	M-F		10,700	12.6	10,700	12.6	20	12.8	MTUWF	
			10.00						14.5	TU&TH							11.9	TUE.	
CBS CBS NCAA BSKBL CHAMP-FRI(S)	1	11.30- 1.28AM	11.30	8,490	10.0	3,650	4.3	15	5.9	FRI.									
			11.45				5.4*	14*	5.0	FRI.									
			12.00						5.1	FRI.									
			12.15				4.6*	15*	4.2	FRI.									
			12.30						3.7	FRI.									
			12.45				3.6*	15*	3.6	FRI.									
			1.00						3.4	FRI.									
			1.15				3.3*	17*	3.3	FRI.									
CBS CBS NCAA BSKBL CHAMP-THU(S)	1	11.31- 1.32AM	11.30	7,900	9.3	3,820	4.5	18	6.5	THU.									
			11.45				5.8*	17*	5.1	THU.									
			12.00						4.8	THU.									
			12.15				4.7*	17*	4.6	THU.									
			12.30						4.3	THU.									
			12.45				4.0*	19*	3.8	THU.									
			1.00						3.6	THU.									
			1.15				3.6*	22*	3.6	THU.									
			1.30						3.3	THU.									
CBS CBS NCAA BSKBL CHMP TH 2(S)	2	11.32- 1.37AM	11.30									8,830	10.4	3,910	4.6	17	6.2	THU.	
			11.45												5.9*	15*	5.6	THU.	
			12.00														5.3	THU.	
			12.15												4.9*	17*	4.4	THU.	
			12.30														4.4	THU.	
			12.45												4.3*	19*	4.2	THU.	
			1.00														4.1	THU.	
			1.15												3.8*	21*	3.5	THU.	
			1.30												2.8*	19*	2.9	THU.	
CBS CBS NEWS SPECIAL REPORT(S)	1	11.30-12.00MD	11.30	6,790	8.0	5,430	6.4	19	7.1	MON.									
			11.45						5.7	MON.									
CBS LATE MOVIE I	1	>	11.30	5,940	7.0	4,330	5.1	20	5.7	M-W		6,540	7.7	4,580	5.4	19	5.8	M-W	
	2	11.30-12.37AM	11.30												5.6*	17*	5.5	M-W	
			11.45				5.5*	17*	5.4	TU & W							5.4	M-W	
			12.00						5.1	M-W							5.4	M-W	
			12.15				4.9*	19*	4.8	M-W					5.2*	20*	5.0	M-W	
			12.30						4.6	M-W					4.6*	22*	4.6	M-W	
			12.45				4.8*	24*	5.0	M-W									
			1.00				4.4*	27*	4.4	MON.									
		VARIOUS TIMES (SUS)																	
CBS CBS NCAA BSKBL CHMP FR 2(S)	2	12.30- 2.29AM	12.30									7,130	8.4	3,310	3.9	19	4.9	FRI.	
			12.45														4.5	FRI.	

## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
CBS CBS NCAA BSKBL CHMP FR 2(S)-CONT'D																	
			1.00													4.5	FRI.
			1.15													4.0	FRI.
			1.30													3.3	FRI.
			1.45													3.3	FRI.
			2.00													3.5	FRI.
			2.15													3.1	FRI.
CBS LATE MOVIE II			12.30	3,570	4.2	2,800	3.3	21	3.9	M-W	3,480	4.1	2,890	3.4	19	3.7	M-W
			12.45					20*	3.6	TU & W					18*	3.4	M-W
			1.00						3.4	M-W						3.4	M-W
			1.15					22*	3.1	M-W						3.4	M-W
			1.30						2.7	MON.						3.2	M-W
			1.45					22*	2.6	MON.							
VARIOUS TIMES (SUS)																	
CBS CBS NCAA BSKBL POST-FRI.(S)	1	1.28- 1.46AM	1.15	2,040	2.4	1,950	2.3	13	2.5	FRI.							
			1.30						2.3	FRI.							
			1.45						2.1	FRI.							
CBS CBS NCAA BSKBL POST-THU.(S)	1	1.32- 2.00AM	1.30	2,720	3.2	2,290	2.7	21	3.1	THU.							
			1.45						2.5	THU.							
CBS CBS NCAA BSKBL POST-THUR.(S)	2	1.37- 2.00AM	1.30								1,780	2.1	1,530	1.8	13	2.0	THU.
			1.45													1.7	THU.
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,270	1.5	1,100	1.3	14	1.4	WTHSU	1,020	1.2	850	1.0	10	1.1	M-THSU
			2.15						1.2	WTHSU						1.0	M-THSU
CBS CBS NIGHTWATCH-1(B)	1	2.00- 2.30AM	2.00	1,020	1.2	850	1.0	11	1.1	TUE.							
			2.15						.8	TUE.							
CBS CBS NCAA BSKBL POST-FR.(S)	2	2.29- 2.35AM	2.15								1,870	2.2	1,700	2.0	16	2.0	FRI.
			2.30													2.0	FRI.
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30	1,100	1.3	1,020	1.2	16		M-THSU	850	1.0	760	.9	12		M-THSU
			2.45						1.3	M-THSU						1.0	M-THSU
CBS CBS NEWS NIGHTWATCH-3			3.00	1,610	1.9	930	1.1	22	1.1	M-THSU	1,700	2.0	760	.9	18	1.0	M-THSU
			3.15					18*	1.1	M-THSU					16*	1.0	M-THSU
			3.30						1.1	M-THSU						.9	M-THSU
			3.45					19*	1.1	M-THSU					16*	.9	M-THSU
			4.00						1.0	M-THSU						1.0	M-THSU
			4.15					20*	1.0	M-THSU					20*	1.0	M-THSU
			4.30						1.0	M-THSU						1.0	M-THSU
			4.45					21*	1.0	M-THSU					22*	1.0	M-THSU
			5.00						1.1	MWTHSU						.8	M-THSU
			5.15					24*	1.1	MWTHSU					19*	.9	M-THSU
			5.30						1.0	MWTHSU						1.0	M-THSU
			5.45					23*	1.0	MWTHSU					22*	1.0	M-THSU
CBS CHERNENKO FUNERAL(SUS)	1	5.00- 6.00AM	5.00							TUE.							
NBC NBC NEWS DIGEST-M-F		8.58- 8.59PM	8.45	11,120	13.1	11,120	13.1	20	13.1	M-F	11,210	13.2	11,210	13.2	20	12.3	M-F
			9.30													17.2	THU.
NBC NBC NEWS DIGEST-2-M-F CONT'D	1	9.58- 9.59PM	9.45	10,020	11.8	10,020	11.8	18	11.8	TU&TH							

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
NBC NBC NEWS DIGEST-2-M-F-CONT'D	2	>	9.45								8,660	10.2	9,000	10.6	16	10.2	MWF		
NBC TONIGHT SHOW		>	11.30	8,410	9.9	4,920	5.8	19	6.9	M-F	9,590	11.3	5,860	6.9	22	8.2	M-F		
			11.45				6.4*	18*	6.0	M-F				7.7*	22*	7.2	MTUW		
			12.00						5.6	M-F						6.9	M-F		
			12.15				5.2*	19*	4.8	M-F				6.5*	23*	6.2	M-F		
			12.30						4.1	MON.						5.9	THU.		
			12.45											5.6*	24*	5.3	THU.		
NBC DAVID LETTERMAN I		>	12.30	3,140	3.7	2,630	3.1	16	3.3	M-TH	3,650	4.3	3,230	3.8	19	4.0	M-TH		
			12.45						2.9	M-TH						3.6	M-W		
			1.00						2.5	MON.						3.9	THU.		
			1.15													3.4	THU.		
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,370	7.5	3,060	3.6	18	5.1	FRI.	6,540	7.7	3,480	4.1	19	5.6	FRI.		
			12.45				4.6*	19*	4.0	FRI.				5.2*	20*	4.8	FRI.		
			1.00						3.7	FRI.						4.2	FRI.		
			1.15				3.4*	17*	3.0	FRI.				3.9*	19*	3.6	FRI.		
			1.30						3.0	FRI.						3.4	FRI.		
			1.45				2.9*	18*	2.9	FRI.				3.2*	19*	3.0	FRI.		
NBC DAVID LETTERMAN II		>	1.00	2,550	3.0	2,040	2.4	16	2.6	M-TH	2,970	3.5	2,550	3.0	20	3.2	M-TH		
			1.15						2.4	M-TH						2.8	M-W		
			1.30						2.1	MON.						3.2	THU.		




## OTHER PROGRAMS

Nielsen NATIONAL TV AUDIENCE ESTIMATES

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																	
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	3,650	4.3	3,140	3.7	13	3.7		3,740	4.4	3,230	3.8	12	3.8	
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	3,650	4.3	3,140	3.7	13	3.7		4,500	5.3	4,250	5.0	16	5.0	
ABC PRO BOWLERS TOUR	2	3.00- 4.34PM	-GRID 4.30								8,320	9.8	4,840	5.7	16	6.1	
CBS IN THE NEWS- 8.26AM	1	8.27- 8.29AM	8.15	3,400	4.0	3,230	3.8	19	3.8		3,740	4.4	3,310	3.9	19	3.9	
	2	8.26- 8.29AM	8.15														
CBS IN THE NEWS- 8.56AM	1	8.57- 8.59AM	8.45	4,670	5.5	4,330	5.1	22	5.1		5,260	6.2	4,750	5.6	23	5.6	
	2	8.56- 8.59AM	8.45														
CBS IN THE NEWS- 9.56AM	1	9.57- 9.59AM	9.45	5,090	6.0	4,840	5.7	21	5.7		4,410	5.2	4,160	4.9	17	4.9	
	2	9.56- 9.59AM	9.45														
CBS IN THE NEWS-11.26AM	1	11.27-11.29AM	11.15	4,580	5.4	4,500	5.3	19	5.3		5,010	5.9	4,580	5.4	17	5.4	
	2	11.26-11.29AM	11.15														
CBS IN THE NEWS-11.56AM	1	11.57-11.59AM	11.45	3,740	4.4	3,400	4.0	14	4.0		4,160	4.9	3,740	4.4	14	4.4	
	2	11.56-11.59AM	11.45														
CBS CBS NCAA BSKBL CHAMP-SA-1	1	12.00- 2.12PM	-GRID 2.00	13,070	15.4	6,030	7.1 5.7*	22 16*	5.8		5,940	7.0	5,090	6.0	19	5.9	
CBS NCAA TOURNAMENT TODAY-SAT(S)	2	1.30- 1.50PM	-GRID 1.45														
CBS CBS NCAA BSKBL CHAMP-SA-1	2	1.50- 3.56PM	-GRID								14,180	16.7	7,640	9.0	26		

[illegible]